A McGraw-Hill Publication July, 1927

Electrical Merchandising

The Business Magazine of the Electrical Trade

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Electrical Merchandising, July, 1927. Vol. No. 38. No. 1. Published monthly. McGraw-Hill Publishing Company, Inc., New York, N. Y. $2.00 per year, 25 cents a copy. Entered as second-class matter July 21, 1916, at the Post Office at New York, N. Y., under the act of March 3, 1879.

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Electrical Merchandising

The Business Magazine of the Electrical Trade

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Forty-Thousand Miles of Contact

IN THE past twelve months, editors of *Electrical Merchandising* have covered more than 40,000 miles in the United States and Canada, visiting not only electrical retailers in the principal cities of these countries but also smaller merchants in the towns and villages. Forty thousand miles of territory have been traversed by these editors, who with characteristic McGraw-Hill thoroughness, sought to maintain intimate contact with the electrical industry and to chronicle merchandising successes and methods of genuine interest to readers.

O. H. Caldwell, editor, and Earl Whitehorne, associate editor, have made numerous contacts throughout the entire industry. L. E. Moffatt, managing editor, has visited many cities between the New York office and mid-west centers, personally conducting surveys in Kansas City and Louisville. R. V. Sutliffe, Western editor, in his search for new merchandising developments has thoroughly combed the middle-west and south-central cities while C. Grunsky, Pacific Coast editor, has performed the same valuable service in the far west. Miss Grunsky crossed the continent several times in the course of her travels last year and is at present in Europe, where she is studying merchandising methods in England, France, Italy and Germany for *Electrical Merchandising*.

McGRAW-HILL PUBLISHING COMPANY, INC., Tenth Avenue at 36th Street, New York

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Electrical World — Electrical West — Ingeniería Internacional
Industrial Engineer — Engineering and Mining Journal
Chemical & Metallurgical Engineering — American Machinist
Radio Retailing — Power — Electric Railway Journal
Bus Transportation — Engineering News-Record
Coal Age — Construction Methods
Copyright, 1927, by McGraw-Hill Publishing Company, Inc.
Cable Address: "Machinist, N. Y."
Annual subscription rate is $2 in United States and Canada.
Circulation 15,600

NEW YORK DISTRICT OFFICE, 285 Madison Ave.
WASHINGTON, D. C., Colorado Bldg.
CHICAGO, 7 South Dearborn St.
PHILADELPHIA, 1600 Arch St.
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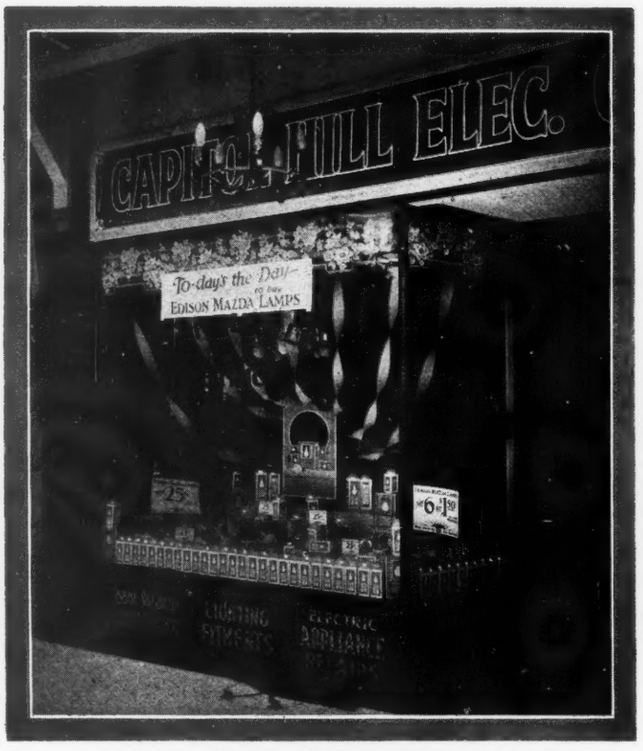

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A result that is being shared by progressive Agents throughout the entire country.

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Electrical Merchandising
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VOLUME 38 July, 1927 NUMBER 1

Commercial Topics in the Foreground At the N.E.L.A. Convention

SIGNIFICANT of the continued recognition by the leaders of the power industry of the importance of commercial activity was the program of the Fiftieth Convention of the National Electric Light Association held in Atlantic City from June 6 to 11.

Significant also was the fact that the N.E.L.A. Convention has become the meeting place of the entire electrical industry. The central station's problems are the problems of the industry but also the central stations have come to recognize that the problems of the contractors, the jobbers and the electrical and non-electrical merchant are power company problems in the degree to which these business men are affected by central station policy.

The papers of Messrs. Joseph A. Fowler, G. E. Cullinan and D. F. Kelly, speaking for the contractor, jobber and department stores, abounding in plain-spoken criticism as well as constructive suggestion, were followed with close attention and received the tribute of prolonged and appreciative applause. It was a striking illustration of the broad policy, clear thinking and earnest desire of the N.E.L.A. leaders and members, that its great objective in electrifying the American home shall be reached through co-operation with the other partners in the electrical industry.

Commercial Chairman Davidson, reviewing the activities of the Section, called for even greater future effort and suggested the possibility of a nationwide co-ordinated selling activity accompanied by a national co-operative advertising campaign.

C. E. Greenwood, Chairman of the Merchandising Committee, touched one of the high spots of the entire convention in his uncommonly able paper, and Earl Whitehorne struck a dramatic note in calling for a crusade to increase electricity use by one more kilowatt-hour per day from each wired home.

More commercial activity and better trade relations were touched upon again and again by the majority of the speakers. President Pack at the outset gave the keynote in his statement that "our business is so correlated with theirs (contractors, dealers, jobbers and manufacturers) the necessity for harmony of procedure is obvious."

It was a very large gathering. There were some 8,000 registrations. The exhibits were immense in extent and of great interest. The variety as well as the extent of merchandise exhibits testified to the rapidly expanding commercial activities of the central-station companies.

Especially notable this year was the number of lighting equipment exhibits. Refixturing has taken hold and promises to be one of the major activities during the next twelve months. Refrigeration was largely represented and attracted much interest. Ranges and water heaters, ironers, washers and vacuum cleaners were shown by many manufacturers and the smaller heating and cooking appliances were displayed with great attractiveness and in large numbers.

It was a memorable convention and one which holds the brightest promise for a harmonious and successful activity carried on in co-operation with the lighting companies by the entire electrical trade and industry. The promise of inspiring leadership toward the great commercial possibilities now just before us is expressed from many angles in the papers which, in abstract or in full, we are printing in this issue.

Greater Commercial Activity urged in President Pack's Address

PRESIDENT R. F. PACK dipped into history, in opening his official address, and recounted some of the timid prophecies and queer suggestions that he had found in the records of early conventions of the association, when lighting and traction were the only applications of electricity seriously discussed. He traced briefly the marvelous advances made in the art and its vast spread in the United States, observing that keen observers from other lands attribute the industrial supremacy which America has attained to its cheap power.

Dealing with the activities of the Commercial National Section, Mr. Pack said:

"We have come to a realization that the voluntary flow of business into our offices is not so great as formerly and that for future increases it will be necessary for us to get out and 'hustle,' much as do other business concerns. This does not mean that we have reached the saturation point. Far from it. There is a tremendous additional market awaiting only intelligent sales cultivation. The Commercial Section as well as the rate committee is urging our member companies to analyze their residence rate schedules. It is not suggested that these rates are too high, but their form is often not calculated to encourage liberal use of energy. It is important that rates for residential service should carry low steps which are reached after a comparatively small amount of energy is consumed.

"The Commercial Section is doing splendid work in promoting proper and adequate house wiring. This involves co-operation with the contractors and in some instances educational work in connection with existing wiring ordinances. Domestic cooking, water heating and refrigeration all have been materially advanced during the year and more scientific methods of house lighting outlined. Efforts are being made to establish a closer relationship with contractors, dealers, jobbers and manufacturers: Our business is so correlated with theirs that the necessity for harmony of procedure is obvious."

After a review of the work of the National Section—engineering, public relations and accounting—Mr. Pack passed to a consideration of rural service.

Study of the report of the rural electric service committee, the president observed, strongly suggests that electricity is destined to become as vital and beneficial a force in the farming districts as it is now in the urban centers. While the co-operative experimental investigations in progress in twenty-two states have by no means completed their work, they have produced such a wealth of valuable data that many companies are utilizing this information in taking on new farm business and developing the agricultural load of old farm customers.

A census taken by the committee reveals that during the last three years there has been an increase of approximately 70 per cent in the number of farms served by electric light and power companies.

Another census shows that sixty member companies have established definite rural service departments from which farmers can obtain the latest information on the application of electricity to agriculture. In addition to this number about forty companies report that while they have not actually established rural service departments, they have trained men to handle this phase of their business.

Reports received from established rural lines departments are most optimistic, Mr. Pack said. He thought it likely that those who a few years ago predicted that the farm business never would pay would soon find themselves out of date.

Mr. Pack concluded his review of the year by a reference to the women's committee, whose work he complimented highly. One of the outstanding accomplishments of the year was the establishment of a short course in electrically operated household equipment at Iowa State College. Similar courses are being planned in other colleges throughout the country.

This work should go far toward creating an appreciation of the advantages of a liberal use of electricity in the home, among people who will become centers for stimulating its further extension.

"We Have Only Reached First Base"

Commercial section chairman calls for concerted national activity to increase electricity use.

By James E. Davidson *
Chairman, Commercial Section, N.E.L.A.

WE WOULD not be frank with ourselves if we did not admit that the Commercial Section is impatient for more definite results and more definite action. We are not yet near the high-stepping efficiency in our commercial work that we have reached in engineering and financing. We have only reached first base toward selling our electric lighting, heating and power service, and in merchandising. A kilowatt-hour a day per residential customer signifies only ordinary management. 500-kw.-hr. annually should be our present goal. If reached, and it should be, quite a good job will have been done.

Our aim in merchandising is to place electrical appliances in the hands of our customers, and have them used. This is necessary because a kilowatt hour goes for naught unless utilized. Merchants within and without our industry, who handle good electrical merchandise, can aid us materially in rendering more complete service in the home. Therefore, it behooves every company to improve its trade relations. These other merchants are doing for us what we are trying to do for our customers and ourselves. I believe you should endeavor to interest your merchants handling electrical goods in our coordinated advertising program, and cooperate with them by regularly informing them of your merchandise sales plans.

The sale of electrical products to the American public means far more to the industry than can be measured by the profit on the merchandise itself. Nor am I thinking, when I say this, of the fact that the sale of such products will mean a greater consumption of current, leveling of the load curve, and a better return from capital invested in equipment. What I mean is that the sale of our service and good merchandise is the best good will factor that can be built into the electrical industry. A good product, relieving the householder of burden and making for more economy in the home, will do more toward cultivating goodwill for the light and power companies, for the manufacturer, and for the whole industry, than any number of pamphlets or speeches.

Here, then, we have the greatest opportunity that the industry has ever had, not merely to make dollars but to make friends. I do not in the least discount the importance of the work that has been done and is being done by the Public Relations Section. Its work has been notable in its conception and its results.

Nor would I, three or four years ago, have put commercial work above the work of this important branch of our progress. The time has come, however, when we must concentrate upon the selling of appliances and the selling of the electrical idea, not merely because it is good business, but because it is the best public policy that we could adopt.

We have had sales plans and plenty of them. Some of the electric light and power companies have done remarkable work in wiring old and new houses. Some have achieved fine results in lighting. Others have forged ahead in electric cooking and refrigeration. Some of our member companies are enthusiastic about refixturing; some about refrigeration; some about industrial heating; some about appliances. The relighting plan of the Home Lighting Committee is most timely and should be adopted by every electric light company. I, myself, have felt that our major job was lighting, and yet my work as Chairman of the Commercial Section has taught me that what we must do is to push forward the whole electrical idea.

One of the members has pointed out to me the obvious need for some movement which will fill the empty lighting sockets in the homes and industries of the country. He has figured that the average empty socket per residential customer amounts to ten per cent of the total. He has presented interesting figures to show that these empty sockets represent to the electrical light and power industry a missing revenue of over $200,000,000 a year.

Again I am informed that a total of 2,435,000 current consuming radio devices were sold in 1926, which can be roughly estimated to have added nearly $12,000,000 in revenue to the central stations for current sold.

I will not bore you with the analysis of this estimate because the point can be made clear without figures.

(Continued on Page 137)

*From report of Commercial Section made at N.E.L.A. Convention at Atlantic City, June 8, 1927.

"We Must J

By C. E. Greenwood*

Chairman General Merchandising Committee, N.E.L.A.

General Merchandising discusses, trade practice and central station

IN the race for the consumer's dollar, the central station starts at "scratch," a place to which it has been pushed by electric consumer psychology. It appears that the average Homemaker has allotted, over a term of years, a definite allowance for electric service, has been obstinate in increasing this amount, and is yielding only as she is taught that there is true economy and convenience through the use of electric household devices.

This process of education is going on through home service branches of Women's Clubs in the National Federation, who are trying to raise living standards—advancing the cause of euthenics, as Mrs. John Sherman describes it. Leaders in domestic economy problems are helping to spread the electric message in countless newspaper and magazine articles. The manufacturers are doing their share in promoting better home workshops. Our duty as power company merchandisers is to make the term *electric appliances* synonymous with *electric service*, because service must be sold with every device, if we are to market kilowatt hours.

Women ultimately buy what they want. We must make them want appliances. If the value of service through these appliances is not there, we may count those appliances dead.

And it is just as essential that the facility for using that service be existent. Lack of convenience outlets handicap both the sale and use of appliances. Although for several years we have been campaigning convenience outlets, there is low saturation in many of the smaller cities, and even in the larger ones in the Eastern sections of the country. Mass action in selling the idea is essential to overcome present inadequacy.

Until there are more Red Seal homes, we must make extraordinary effort to promote the convenience outlet. In the opinion of the committee, merchandising men can aid substantially in this promotion through selling the idea and the outlet too. We can supplement the promotion of those selling better wiring and wiring devices. It has been brought to my attention that promotional work is to be done in making the dining room table electrically convenient, and new and artistic wiring devices are available. Energetic selling will make possible thousands of electric breakfasts and luncheons, aiding our toaster, percolator and waffle iron sales.

From the social dining room, we go to the laborious laundry. An interesting survey has been recently made by students in an Eastern university, making direct calls at 1,200 homes. The tabulated results by the professor of Home Economics in that institution are of unusual interest.

The homes were divided into three classes, namely, Luxury, Comfort and Necessity. In answer to the question put to the homemaker "Which four electrical devices would be your first choice to buy, and in what order?" the washing machine stood first in each class. In only the Luxury class did the Ironer and the Refrigerator get a place. Here are two valuable devices for service, both in the class of lowest saturation. The electric refrigerator now occupies the centre of the selling stage with the electric range, because the industry is getting behind them.

Recently the manufacturers of ironing machines formed an association, and in cooperation we appointed a sub-committee to make a careful study of the load characteristics, and sales and service future of the ironer. There is a woeful lack of data available. We brought professional engineers to our aid, but time did not permit us to develop the subject to a point where we could make a final report.

We submit that the ironer must be made known to the public. It gives relief from unnecessary labor, and is a good income producer. It does not eliminate the use of hand irons in the home any more than a sewing machine eliminates the use of needles and thimble.

*Report of the Merchandising Committee presented by C. E. Greenwood at the N.E.L.A. convention, Atlantic City, N. J., June 7.

Justify *Our Title* of LEADERSHIP"

Committee Chairman appliance sales trends merchandising progress

The ironer is the anchor of the electric home laundry and will help strengthen resistance against inroads of industry competition.

But like all major domestic electric appliances, ironers can only be sold by extensive advertising and adequate education in use, and we suggest to the incoming merchandising committee that they continue investigation and promotion in conjunction with the sub-committee appointed for this contact work by the Ironing Machine Manufacturers' Association.

Surveys

The stimulation given to all commercial work of the Association has been reflected in the domestic field especially.

O. H. Caldwell, editor of *Electrical Merchandising*, made some interesting surveys as a background for our merchandising work. Data was obtained from thirty-five cities through central station men, and in eight other cities through direct representatives of the magazine, making actual calls.

Sales per meter in these forty-three cities averaged $23.08 per residence meter.

Sales Average

Cities of 100,000 and over	$23.21
Cities of 50,000 to 100,000	23.21
Cities of 25,000 to 50,000	23.27
Cities of 10,000 to 25,000	21.15

The national average of approximately $23 in sales of electrical merchandise per residence customer has a high degree of accuracy.

The revision of the survey on kilowatt-hour average per domestic consumer has been completed, and you will find it in the June issue of *Electrical Merchandising*.

Trade Practice

There has been one disturbing factor in our merchandising activity. Severe criticism has been directed at our policies and practices, objections chiefly being taken to our competition in terms in selling appliances. These objections have been registered by the Association of Electragists, Retail Hardware Dealers' Association and the Retail Furniture Dealers' Association.

It has been our pleasure this year to have representatives of these Associations in counsel with us on this important subject of Trade Practice.

The furniture trades are chiefly concerned with our terms on washing machines and portable lamps. The hardware trade is affected by a wider range of selling competition.

Statistics show that there are approximately sixteen thousand hardware stores doing a gross business of over $20,000 yearly, that are selling electric goods, and of this number approximately sixty per cent sell a complete line of the ten better-known heating appliances. The executives of the Hardware Dealers' Association, as a result of our conferences, have submitted for our attention "Suggested Standards of Practice for Public Service Corporations," and these are to be submitted before their own national convention later this month.

The committee, in its investigation of "Term" criticism, finds the problem made more complex by profuse examples of bad practice by merchants of all classes selling electric devices.

For example, we find in our perusals of one group of advertisements collected, a power company selling electric refrigerators for 99c. down and two years to pay; a specialty store offering a three-piece electric table set (nickel toaster and aluminum percolator and griddle) for $6 complete, 10c. down and 50c. weekly; department stores offering nationally-advertised products below list; a group of hardware stores offering "A toaster free with every iron at $3.50." An electragist is selling "Ranges at cost" if he does the wiring job; another giving away a portable lamp with every wiring job, and the same man "Installs free a convenience outlet with every vacuum cleaner sold."

There are two sides to the Time Payment problem—its economic side and the practical application of the pay-as-you-use idea. On both we find widely divergent opinions.

Senator Couzens, an alarmist on the subject, says "High speed salesmanship is only interested in getting the signature of the buyer on the dotted line and then taking a chance on the outcome."

But M. V. Ayres for the National Association of Finance Companies points out that of approximately six billion dollars spent on installment goods in a year only 4 per cent is owing on these purchasers at any one time,

(Continued on Page 137)

Suggested Standards of Practice

for Merchandising by Public Service Corporations

By the General Merchandising Committee

1. *The primary function of the central station merchandising department is to increase earnings through load building, but it is likewise essential that profit be obtained through merchandising operation on cost principles.*

It must be recognized that the central station bears development expenses which are especially not shared by the non-electric dealer who sells primarily the electric articles having public acceptance. Pioneering is expensive and rapidly absorbs profits from the best sellers. It is usually the promotion expenses through which all the trade benefits that makes the difference between profit and loss on the central station merchandising statement.

We bring to the attention of our friends in the Hardware Association, and others interested, that there is a normal cost for securing all business of the power companies, and the cost per kilowatt added to the lines from the merchandising branch is always low as compared to the cost of building the light and power load which is generally recognized as an obvious and legitimate expense.

2. *List prices should be maintained, when established and published as the standard selling price by the manufacturer.*

When national activity and volume selling is contemplated and the net price to be paid by the public is to be lowered by manufacturer's consent, through premiums or allowances, we recommend:

(A) If the selling plan originates with the manufacturer, the manufacturer make adjustment of discount to the dealer during the period of the sale to make possible similar action by the dealer.

(B) If the plan originates with the central station merchant, it is suggested that the local dealers be invited to tie in during the period of the sale on advantageous terms.

3. *The giving of premiums as an occasional stimulus to business is a long established custom and its value is measured by results.*

It is of primary importance that when premiums are used the customary value of the article as designated by the manufacturer should be used in advertising. Misleading advertising is obviously not to be recognized by the central station company. We believe the best interests of the company will be served when sales with premiums are on a co-operative basis with the local trade.

4. *Deferred payments are now established practice and receive the support of leading financial men. The abuse of this practice is evident in our industry; we suggest a return to sound economic terms.*

The "Dollar down and a dollar a month" practice is uneconomical perhaps, but it had its origin in the central station effort to sell high-grade appliances at higher prices against department store and drug store products and prices.

We must bear in mind that a mass of our electric consumers have low earning power and limited budget to invest in appliances and unusual terms are sometimes justified. However, extraordinary inducement in terms should not be offered except—

(A) Where no other dealers are in the local field to be affected and—

(B) Where local dealers are effectively tied-in to the selling campaigns where the unusual terms are used, and the central station carries the account.

We suggest twelve to fifteen months limit for financing with exception of appliances in the stage of market development. We believe with the exception previously noted, the point of the Hardware Association is well taken in the suggestion of $15 as the minimum price for offering installments, and a ninety-day limit on such payments.

Initial payments on merchandise, with few exceptions, should be a minimum of 10 per cent. Substantial initial payments should be encouraged.

In all cases a carrying charge should be made for financing, commensurate with the cost of rendering the service.

5. *Non-electric merchandise should be sold with careful limitations.*

The practice of selling other than electric lines should be adopted only after effort is made to broaden the electric line carried.

6. *Whatever is in the public interest in our central station merchandising practice should prevail.*

We suggest that the electric and non-electric trade get together locally for common understanding, and active co-operation for merchandising in the public interest. Where leagues are established the non-electric trade can be invited to join, or direct contact be made with other merchants selling electric devices. We have solicited our customers to join with us in ownership of the company. Why not solicit our commercial customers to aid us in the marketing of electric service?

Trade Relations and Trade Economies

By G. E. Cullinan*

Chairman, Executive Committee,
Electrical Supply Jobbers' Association

IN DISCUSSING the subject of Trade Relations broadly, I cannot make comparisons based on actual experience as applied to other industries since this is the only industry with which I have ever been connected, coming to it some twenty-five years ago direct from school. However, reading its prior history, I have come to the conclusion each succeeding year of the last quarter century has had an increasing significance, and probably you of experience and service similar to mine, and doubtless others hold the same valuations.

In all this time, it seems to me, we have been a house divided against itself, or at least with a tendency toward that situation. We have been suffering from growing pains and not knowing what to do or where to turn. Perhaps this is accounted for by the ever-increasing size of the industry and its rapid growth.

In the last twenty-five years we have seen the standards of living rise above anything ever known. From day to day, life has become more liveable. The research and development work of our industry has shifted work from the backs of men to the backs of machines. Is there anything in this period which has had more actual

(*Continued on page 139*)

*From an address delivered before the N.E.L.A. convention, Atlantic City, June 10, 1927.

Co-operation for Service

By J. A. Fowler†

Past President of the Association of
Electragists International

PREVAILING in the industry is an impression that the National Electric Light Association is sufficient unto itself as far as trade relations are concerned and this feeling is associated with the attitude of many of the member companies. Contractors and dealers should not normally be antagonistic to the central station. Where that is true, the service company is usually indifferent or lacks knowledge of the situation.

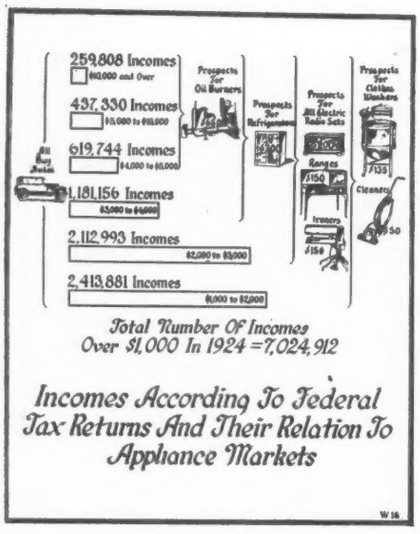
Approximately 25,000 contractors and dealers are scattered throughout the country. While not more than ten per cent of this number are members of the Association of Electragists, we feel that we are the representatives of our classification and must be responsible to a large extent for its educational opportunity. Possibly the greatest problem with which we are faced is the necessity for nationalizing local thinking.

The Association of Electragists has existed for more than twenty-five years. Throughout its history, a conscientious effort has been made to develop and improve the people engaged in the business and the conditions under which they work. Our committees have taken an active part in making the National Electric Code. We have consistently urged standards in methods and workmanship which combine safety and durability along with economy.

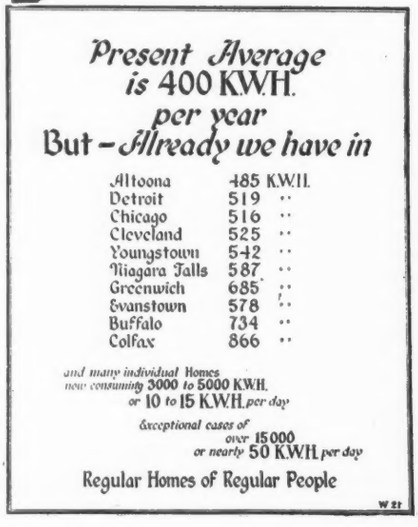
(*Continued on page 140*)

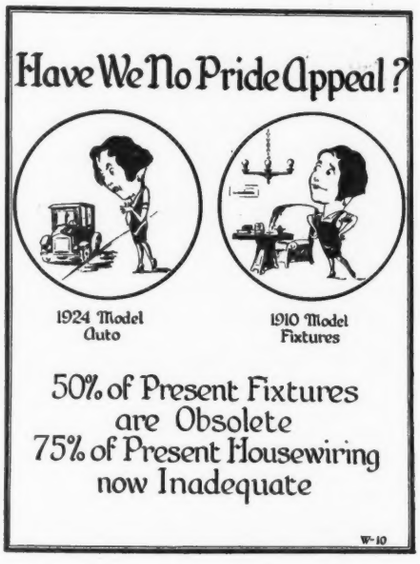
†From an address delivered before the N.E.L.A. convention, Atlantic City, June 9, 1927.

Let's Start for 1 More Kw.-hr.



A message from sales managers—Sixteen million customers are inadequately wired—A new kind of selling needed—A call to action.


Present Average is 400 K.W.H. per year
But—Already we have in
Altoona 485 K.W.H.
Detroit 519 ..
Chicago 516 ..
Cleveland 525 ..
Youngstown 542 ..
Niagara Falls 587 ..
Greenwich 685 ..
Evanstown 578 ..
Buffalo 734 ..
Colfax 866 ..
and many individual Homes now consuming 3000 to 5000 K.W.H. or 10 to 15 K.W.H. per day
Exceptional cases of over 15000 or nearly 50 K.W.H. per day
Regular Homes of Regular People


Have We No Pride Appeal?
1924 Model Auto
1910 Model Fixtures
50% of Present Fixtures are Obsolete
75% of Present Housewiring now Inadequate

By Earl

"WITH steam power disputing our rights, we have motorized industry to the extent of 43 per cent. In the face of competition from gas we have developed the commercial lighting field 62 per cent. But in the third great field—the home—where we have our greatest number of customers, we have our smallest degree of utilization of electrical energy, because we have been letting nature take its course and have thought only of accumulating customers and not of encouraging them to build a respectable-sized demand for electricity."

Compressing into his opening sentence this statement of facts, Earl Whitehorn, associate editor of *Electrical Merchandising*, delivered a stimulating address leading up to consideration of the greatest problem before the electrical industry and how it is to be solved.

"At the present time we have 16,000,000 houses served by power lines," continued Mr. Whitehorne. Outside of that is a zone of 2,000,000 unwired houses that are within reach of power lines, and that is all we have left to wire. It can't be a great while before we are dependent upon two things: The increase in population, which will bring about 300,000 houses a year, and the penetration of new territory by power lines.

Must Change Approach

"We have got to change our whole psychology toward growth in this power industry. We must change our whole order of selling and get down to the same commercial basis on which all other industries build. We have got to grow from now on by educating our customers to buy more goods, by eliminating poor customers and getting good ones, by building up by the strength, skill, intelligence and perseverance in our selling, and continuing our growth that way. If this is not done, the power industry will not continue to expand and the popularity of its securities cannot be maintained.

"The average American home today spends $420 a year for automobiles, $100 a year for tobacco, $50 a year for soda, $48 a year for candy, $30 a year for telephone service, $28 already for radio (which is only five years old), $27 for all the uses of electricity for labor saving, comfort, convenience and economy and $23 a year for electric appliances. We who know how good we are, we who have built this tremendous industry, third in the list of the activities of man, can't get more than half as much as the candy man, half as much as the furniture man and not a third of what goes for tobacco.

"About 78 cents of every dollar spent in the American home for electric service is for light. Only 22 cents out of each dollar is for the use of appliances. And the man and the woman who will cry bitter tears over a 1924 model automobile will sit down contentedly under a 1910 model electric fixture and think they have a modern electrical equipment. Fifty per cent of the present fixtures in this country are obsolete and 75 per cent of the present house wiring is inadequate.

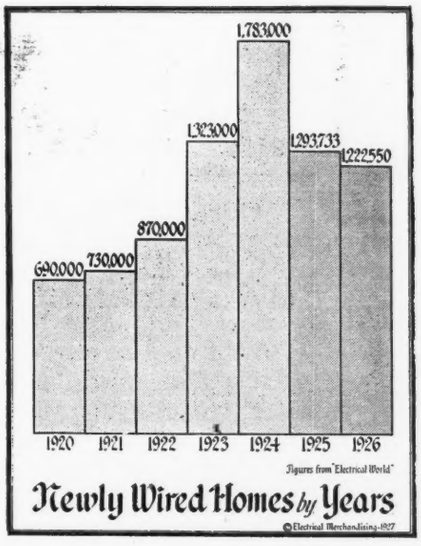
"Taken from the standpoint of appliances, we have only one appliance in this country that has won general acceptance, and that is the flatiron; and yet 3,000,000 wired homes have no flatirons. The next is the vacuum

*From an address by Earl Whitehorne, associate editor, *Electrical Merchandising*, before the N.E.L.A. convention, Atlantic City, June 9, 1927.

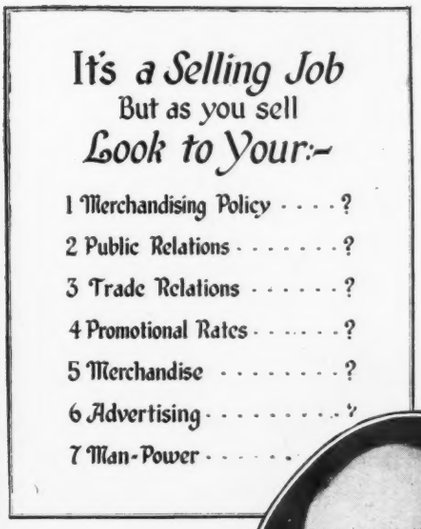
(Continued on page 140)

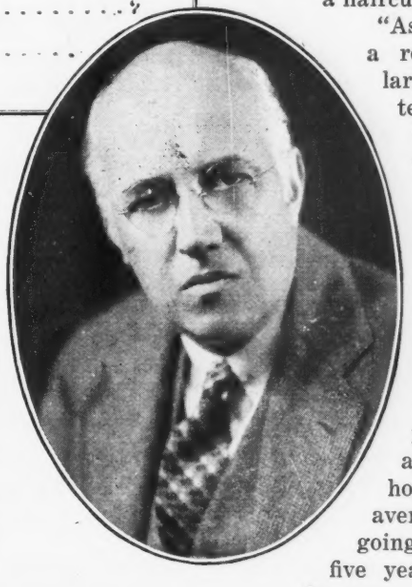
a Crusade per Home *a* Day

Whitehorne*



We are Selling the Average Home 1 Kilo Watt Hour Per Day
Equivalent to —
1 Days Newspaper
½ Package of Cigarettes
1 Street Car Ride
¾ of a Shoe Shine
¾ of the Smallest Tip
1½ Telephone Calls
⅐ of a Hair Cut
And this for the greatest of modern conveniences in the most Prosperous of Nations
W-20


It's a Selling Job
But as you sell
Look to Your:-
1 Merchandising Policy . . . . ?
2 Public Relations . . . . . ?
3 Trade Relations . . . . . ?
4 Promotional Rates . . . . . ?
5 Merchandise . . . . . ?
6 Advertising . . . . . ?
7 Man-Power . . . . . ?



cleaner, and there are 10,000,000 connected homes in this country that have no vacuum cleaner, and there are 11,500,000 that have no washing machine, 14,000,000 or 15,000,000 homes that have no ironing machine and no electric range and no refrigerator. What a vast field lies open here!

"The big reason we haven't been more successful in our selling of appliances and electrical energy to the home may be traced in part at least to the small amount of advertising space used in the daily papers compared with that employed by the other industries that appeal to the household purse.

"Last year all the electric appliance manufacturers together spent $125,000 for advertising space in the daily newspapers of Chicago. In the same period the Commonwealth Edison Company doubled the amount of space. It is fair to say, then, that $250,000 was spent in the Chicago newspapers to tell the story of the electric appliance. In the same length of time the radio manufacturers spent $996,000, the radio dealers added $350,000, and the little new oil-burning industry spent $500,000, or twice as much as we did. Add thereto the money spent on automobiles, on phonographs, on silk stockings, on perfume, on lipsticks, on all the rest of the things that the American people use, and in that great appeal directed to the household budget the voice of the electrical appliance industry was a small squeak which no one heard.

"We have in the American home today 365 kw.-hr. average consumption at 7.64 cents and an average annual bill of $27.89. In other words, we are selling 1 kw-hr. per day per family, which is equivalent to what the family spends in a day for a newspaper, or a street-car ride, three-quarters of a shoe shine, one and one-half telephone calls, or one-seventh of a haircut.

"As a matter of fact, a recent check of a large number of systems would indicate that since the last convention the average annual consumption has been increased to about 400 kw.-hr., an increase this year of about 10 per cent. But are we going to be content to wait nine years before we sell another kilowatt hour per day to the average time? Are we going to wait say, thirty-five years before we win the same recognition in the family budget now held by the appropriation for ice cream and candy? Why not double this residence consumption right now? Let's start a crusade for one more kilowatt hour per day per home!" Mr. Whitehorne then announced a national contest which is being organized by the general merchandising committee with $10,000 in cash prizes to go to the power companies making the best record in increasing domestic consumption. Details of the contest will be announced this fall.

"There are not enough prosperous selling men and prosperous sales managers in the power industry today. There are not enough companies in this country where the sales manager is one of the leading merchants of the town. Man power is what we need in our sales departments, man power that is prosperous, that is full of encouragement and hope, realizing that these salesmen some day will be the great outstanding, dominating executives of this industry."

HURLEY AWARD *Winners* Announced

EDWARD N. HURLEY

President, Electric Household Utilities Corporation, Chicago. Founder of the awards.

FIRST prize of $5,000 in the Edward N. Hurley appliance merchandising contest was awarded June 10 at the N.E.L.A. convention in Atlantic City, to T. O. Kennedy, vice-president and C. L. Dunn, merchandising manager of the Ohio Public Service Company, Cleveland, which was selected as the electric light and power company responsible for the greatest contribution of the year toward the development of a more effective method of merchandising electrical appliances.

T. O. KENNEDY

C. L. DUNN

First Prize Winners. Vice-president and merchandising manager, Ohio Public Service Company, Cleveland.

C. E. Calder, president, and G. B. Richardson, merchandising manager of the Texas Power and Light Company, Dallas, were awarded the second prize of $3,000 and H. C. Blackwell, president, and Thomas L. Phillips, merchandising manager of the Union Gas and Electric Company, Cincinnati, third prize of $2,000.

C. E. CALDER

G. B. RICHARDSON

H. C. BLACKWELL

C. E. Calder, president and G. B. Richardson, merchandising manager of the Texas Power and Light Company, Dallas, second prize winners. H. C. Blackwell, president of the Union Gas and Electric Company of Cincinnati, who with Thomas L. Phillips, merchandising manager received the third Hurley award pri ze.

"During the last few years," said Mr. Hurley in connection with the award, "leaders in the public utility field have been concentrating their efforts toward increasing the capacity of their plants to meet the growing demands for power and light, and acquiring new companies to tie-in with their existing units, all of which is constructive and helpful to the country. For this reason, the question of merchandising electrical appliances has not been given the support that it should have. I hope the remarkable record made by the prize winners of this award will be an incentive to other public utilities to organize and liberally finance complete sales organizations, with a competent executive in charge of sales."

Companies honorably mentioned were the Kansas Gas and Electric Company of Wichita; the Alabama Power Company of Birmingham and the Southern Canada Power Company of Montreal. Mr. Hurley concluded, "With all due respect to the engineering executives who have accomplished so much in the past for the electrical industry, in the future salesmanship with all its human phases must be further developed. This must be done not only in the merchandising department of the utilities but in every branch of electrical service."

Counsel From the Department Store

Chicago merchant discusses electrical merchandising program

By D. F. Kelly*
President, The Fair, Chicago

DEPARTMENT stores are constantly analyzing every phase of their business. Before the opening of each season a budget of purchases, advertising and other expense is prepared and carefully followed from month to month. No department is permitted to buy more merchandise than its sales justify. However, if a department is increasing its sales, its purchases may be increased accordingly. If its sales are falling behind its planned sales, purchases are curtailed. The sales and advertising budget is watched from week to week, so that a department is never out of hand so far as its purchases, expenses, etc., are concerned.

We are frequently asked to express an opinion relative to the comparative drawing power of various advertising mediums, such as magazines, bill board, street car, and newspaper. Merchants generally recognize that bill board and street car advertising are of unquestioned value in marketing products requiring nation-wide distribution. Magazines and bill boards have made the names of nationally-known specialties household words, and have created widespread demand for such goods. We aim to sell nationally advertised products of quality freely, although the profit on unbranded lines is usually higher. However, without appearing to hold a brief for newspapers, we are of the definite opinion that dollar for dollar our return from newspaper advertising is much greater than from any other form of advertising. We would advise manufacturers to link up their newspaper advertising with the advertising of local dealers. They will thus inform the public where their product may be had, and should produce best results.

I have been asked to give an outline of our method of handling the following merchandising problems, in which you may be interested.

Price Maintenance. The majority of department stores believe in maintaining manufacturers' established prices. However, one of the largest and most successful stores has built up what is now generally conceded to be the largest retail business in this country by advertising that it sells merchandise for about 6 per cent less than the same quality may be had for elsewhere. Manufacturers desirous of increasing the demand for their wares will see the wisdom and necessity for permitting their prices to be cut occasionally, say once or twice yearly. It is the policy of The Fair to maintain prices if we agree with the manufacturer to do so.

Our definite opinion is that a customer demand is created by keeping the name of the article before the public constantly, and if necessary to cut prices occasionally. Many manufacturers are of the opinion that their sales are not injured by this method. It is all a question of volume, and if, in order to secure an increased sales volume for the retailer and a consequent larger output for the manufacturer, the price is cut at times, it will be helpful to both. Such items are usually used as leaders because of their national reputation.

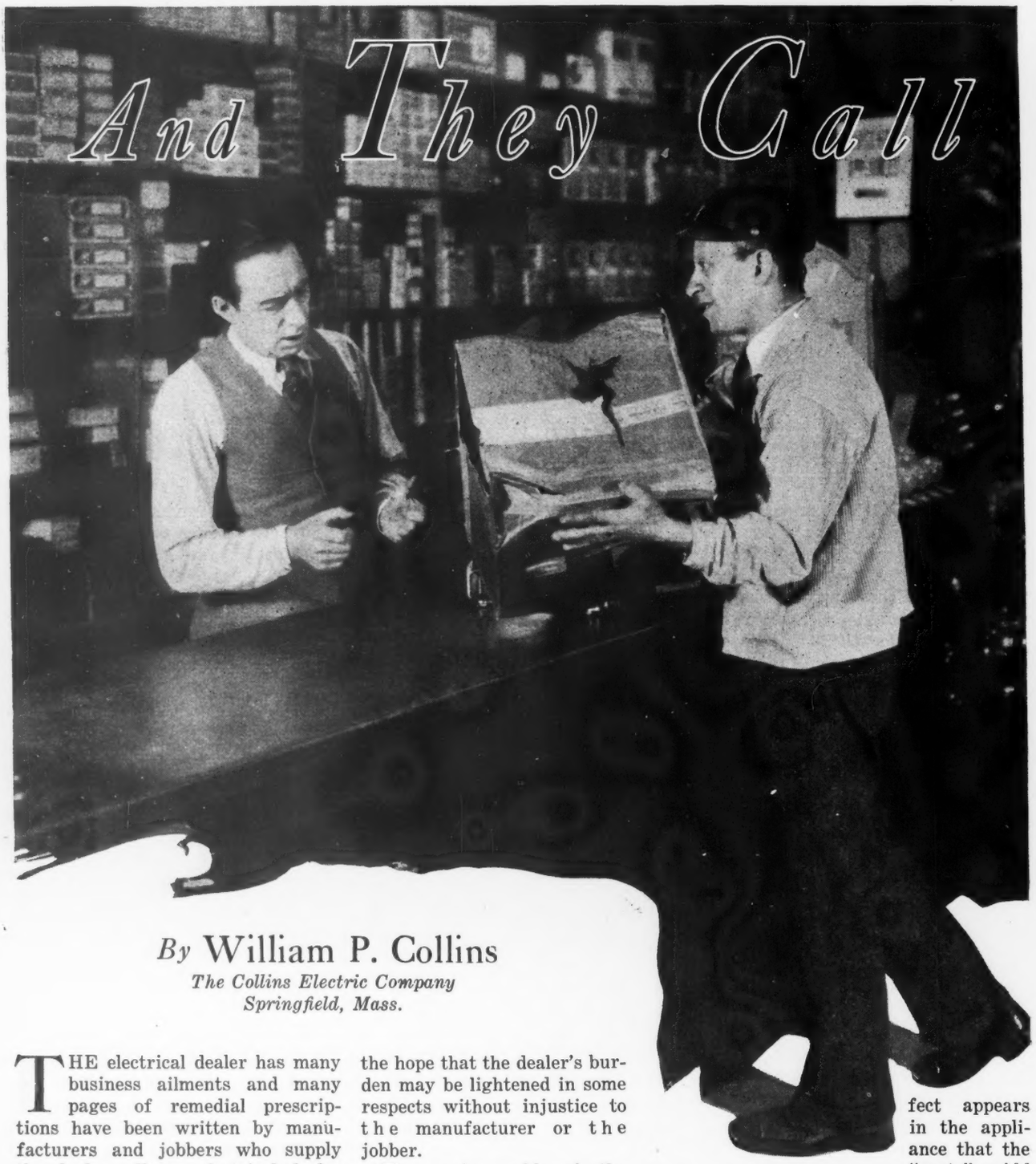
Relation of Cost of Advertising to Gross Sales. This is a paramount question. The percentage to be expended locally is increased or diminished by the amount the manufacturer expends in national advertising. Most department stores plan to spend from 2 per cent to 5 per cent of their sales. They may spend more, but should not spend less—the average is probably about 3½ per cent. We frequently find it necessary, in order to build up a department, to spend as high as 10 per cent for a period. I think it is safe to assume that 5 per cent is the maximum that should be spent. in advertising.

Deferred Payments. The majority of department stores have found it necessary to sell merchandise on the deferred payment plan. We endeavor to give the same careful attention to investigating the record of an applicant for credit on the deferred payment plan

(Continued on Page 139)

*From an address delivered before the N.E.L.A. convention, June 9, 1927.

And They Call



By William P. Collins
The Collins Electric Company
Springfield, Mass.

THE electrical dealer has many business ailments and many pages of remedial prescriptions have been written by manufacturers and jobbers who supply the dealer. Every electrical dealer appreciates these sincere suggestions and beneficial helps offered by the other two factors in the industry, but I believe, the electrical dealer in the past has been somewhat shy or mute in telling the well-meaning manufacturers and jobbers just wherein they contribute to the dealer's troubles.

Personally, I am very friendly with the manufacturers and jobbers serving our industry, and consequently the following remarks are not venomous, but are written with the hope that the dealer's burden may be lightened in some respects without injustice to the manufacturer or the jobber.

The service problem is the point in my mind at this writing. My opinion is that most of the representative manufacturers (we do no business with the so-called "fly-by-nights") are neither organized to give proper appliance repair service, nor do they carry their share of the service burden.

For example, take the "cut-and dried," highly colored and beautifully engraved "one year guarantee" furnished to the customer by practically all manufacturers. What does it say? It says that if any defect appears in the appliance that the "parts" will be furnished (or replaced) "free of charge" by the manufacturer, but it does not mention the important fact that someone (but *not* the manufacturer) is "stuck" for the *labor* to replace that part.

The victim, of course, is the dealer. And the satirical part of the guarantee is that our experience over a period of eight years has been that the parts replaced by the manufacturer (after considerable red tape) amount in dollars and cents to less than ten per cent of the

This—SERVICE

"Guaranteed by the manufacturer" sometimes costs the dealer money. Delay—indifference—poor packing and other evils in factory handling of repairs and replacements. Some changes that will help.

labor. And we have never sold an "orphan" appliance.

Again, suppose Mrs. Jones buys a guaranteed appliance (e.g., a curling iron) and it burns out in a few weeks. What is the dealer to do? Common sense says "give Mrs. Jones a new one." The manufacturer's policy says that only the "parts will be replaced," and if the dealer gives the customer a new device he has a second-hand one left on his shelves. If he does not give Mrs. Jones a new device he must make her wait to have the original repaired. In the first case he loses money; in the second case he loses good-will; and he can't see why he should lose in either case.

But the most "goat grabbing" instances in our service experiences have been with the "factory service departments or stations," to which dealers and customers are told to send electrical appliances for repairs. For "good-will" purposes, we give service at our store on *all* "sick" appliances brought to us for repairs, even though we did not originally sell the article. Oftentimes we are imposed upon, because we have learned that several non-electrical stores in our vicinity have side-stepped the service responsibilities of their own sales and have directed the customer to "go to the Collins store and they will take care of you."

Here are some of the inconsistencies which we have run up against with factory service departments:

1. An unexplainable slowness in getting the article repaired and getting it back.

2. Slip-shod packing and poor attention to details.

3. Unreasonable charges in service.

4. Ignoring correspondence relating to the repairs.

5. Unreasonableness in the system of billing for repairs.

To elucidate my points. Point No. 1—Mrs. Smith brings a small tablestove to us for repairs. The element is burned out. We never sold that type of stove, but we tell Mrs. Smith we will be glad to send it to the "factory service station" just the same. We do so, taking great care to pack the article carefully and including complete instructions to the service station in a separate envelope attached to the package. Our records show that three to four weeks is the average time elapsed before we get the article back! And Springfield is *less than three days distance by the slowest conceivable parcel post system from all "factory service departments."* I have heard a great deal about "24-hour repair service" and "48-hour repair service," as salesmen's inducements for a dealer to handle a line, but such actual cases are almost as rare as the proverbial "dodo" bird. And the worst part of the tragedy is that the customer blames the well-meaning dealer for the delay! He loses instead of gaining good-will for the service.

Some Service!

Point No. 2—Slip-shod packing and poor attention to details. We have received thousands of packages from some of the largest service departments in the country, yet hundreds of these have been packed so poorly that they would be a disgrace to a ten-year-old boy. Then, too, the dealer wants his original tag or identifying number attached to the article, but apparently many service departments "should worry" about these details.

Point No. 3—Unreasonable charges. There are many instances of this. For example, one very large manufacturer charges $1.50 to repair the *spring* on a curling iron! If the dealer added his parcel post and insurance charges to this, the customer would be pleased enough to commit murder. The dealer, however, usually swallows his self-respect and takes about 75 cents from the customer and charges the rest to "education."

Point No. 4 — Ignoring correspondence. After Mrs. Brown waits for her electric grill two or three weeks she literally begins to unloose her vocabularly on the dealer. He writes to the manufacturer's serving department. Does he get a prompt reply, or does he get any reply? Ask any dealer.

Point No. 5—When the factory sends a repaired article back to the dealer, the latter wants to know the cost immediately, so that he, in turn, can tell the customer and collect when the article is taken by the customer. What do most factory service stations do? Usually they send no memorandum telling the dealer whether there is a charge or not, or, if there is an indication of a "charge," the invoice comes through "many moons" after the customer has taken the appliance home.

All these criticisms do not apply to any one manufacturer, but I can truthfully say that every manufacturer can digest at least one.

To assume the role of the "doctor," I would offer to manufacturers the following prescriptions to offset my criticisms:

The "One Year Guarantee"—Either state explicitly in the guarantee that the labor involved in re-

(Continued on page 136)

Install OIL *—Before*

Fall is the time to campaign these cold weather appliances. Eastern dealers tell how they get the installation check.

The Three Best Sales Months Are Just Ahead

This table, showing the proportion of the year's total of oil burner sales to be expected by retailers, is an actual record of shipment compiled by one large manufacturer

January	2.9%	August	13.2%
February	2.8	Sept.	18.9
March	6.9	October	11.4
April	6.2	November	5.5
May	9.0	December	4.0
June	9.4		
July	9.8	Tot. sales	100%

THE peak sales season for oil burners is in the early fall months of the year, beginning in late May and continuing through until the latter days of October; naturally—for it is at this time of the year that home-owners begin to cast a "weather eye" at the coal-bin and to give more than a casual thought to heating problems which are certain to arise within the next few months.

It is at this time of the year that a few choice words dropped here and there by a burner salesman conjure up visions of numerous early morning risings to stoke recalcitrant furnaces; when thoughts of pungent coal-gas odors and ash-permeated air incidental to the first fire of the season add beauty to the new home appliance in the eye of its beholder.

July is plumb in the center of the best selling season for the oil burner and the attention of on-the-job retailers is centered on the business of obtaining good leads and then making installations before snow flies.

Owners who are repainting or decorating their homes are considered the best of prospects by salesmen of the Brower-Kelvinator Company, New Rochelle, N. Y. Though repainting and decorating jobs involve quite an outlay of money these men find it a comparatively simple matter to sell burners by stressing the absence of smoke and soot when this method of heating is used. Few home owners look forward with any degree of pleasure to the inevitable deterioration of their freshly painted homes when the coal furnace is lighted.

Pictures of the clean-appearing cellars of other neighborhood homes in which burners have been installed have been of great value to Brower's men in closing sales of this kind as they present a picture strikingly different from the basements of homes which use coal-furnaces. The installation of a modern heater, the salesmen take pains to explain, will make the painting and decorating job last several years longer.

Selling Oil Burners Through the Appliance Census

The Elin Company of Newark, N. J., has found the appliance "census" idea an excellent method of locating oil burner prospects and employs a man who goes from door-to-door throughout the district inquiring as to the number and kind of appliances in each home. His job calls for more than this "census" listing however, as he must note the type of home surveyed and estimate the financial status of the resident—important information when appliances as large as these are to be sold. Company salesmen follow leads obtained from this source only after contact has been formed through mailed circulars or phone calls.

A similar system of establishing contact before calling at the home of a prospect has been found effective by A. Hasbrouck, electrical-contractor of Hackensack, N. J. Originally he started six men out through the local territory, house-to-house canvassing on a $40 a week salary basis, with poor results. During this time these men called on 7,200 homes. Hasbrouck modified his sales plan slightly by selecting better class homes and confining the efforts of his men to sales in this field, obtaining appointments for interviews by 'phone. Such appointments which permit prospects to receive salesmen at convenient times have proved fruitful.

Satisfied customers are one of the best sources of prospect leads in the oil burner field, as in most others. The New York Oil Burner Company, New York City, has its men concentrate as far as possible on small territories. One of the territorial sales maps exhibited at a recent sales meeting in the offices of this company records eighty-four burner installations. Of these eighty-four, sixty-eight are in groups of from two to eight installations per city block. Only sixteen stand alone as single installations.

The company has found high-calibre salesmen absolutely essential to its business. It requires that all men earn at least $75 per week in commissions in order to remain on its payroll. Experiments have been conducted from time to time with men capable of averaging from $35 to $40 per week in commissions only to find each time that men of this type do not take hold of the appliance sufficiently to make money for

BURNERS *NOW*

Snow Flies

the company. Sales expenses usually eat up profits. During the past year an average of fifteen men have been employed, on a straight ten per cent commission basis with no drawing account and some of them have earned as high as $9,000 per year with none earning less than the specified $75 per week during this period.

After leads are obtained the installations may be speeded up by offering a special bonus to the men if the oil tanks are in and burner in operation within thirty days of the sale. The New York company has provided this bonus stimulus for some time and finds it highly successful. So also are attractive time-payment plans valuable in closing early fall sales, though the majority of burners sold in the eastern territory have been disposed of on a cash basis. Brower-Kelvinator has found that the most popular financing plans call for full payment within six months of purchase. Of the hundred burners sold by the company last year only five were sold on longer terms and the majority were installed payable in thirty, sixty or ninety days.

Because of the comparative newness of the residential type of oil heater, installations are a source of considerable interest to neighbors and if properly capitalized are the means of completing other sales. Perhaps the best of all sales arguments is the appearance of the completed job and the satisfaction of the user. Cobin and Cocks of Port Washington, N. Y., take great pains that installations are handled as smoothly as possible from the time tanks are unloaded until the job is done.

At the home of the buyer, the tanks are unloaded in a workmanlike way and dirt from the excavation is placed in tarpaulins until the hole is refilled. As soon as the burner is installed, the furnace is painted white and "dressed up," thus accentuating the cleanliness of the new appliance and giving the owner a favorable impression which is lasting.

Two men usually complete an installation in three days and a flat price is made for all installations. So far, the difference in cost of a good installation and a poor one has been slight and the flat rate installation system has been satisfactory.

Have You Tried These Sales and Service Ideas?

Personal calls on people who have just re-painted or re-decorated their homes?

Painting the furnace white when the installation is completed to heighten the effect of cleanliness?

Concentration on residents of localized districts in which burners have already been installed?

Bonuses for the salesmen if installations are completed within a month of the sale?

Providing a tarpaulin for the dirt removed from the tank excavation until this is replaced?

Signs bearing the name of your burner placed on the grounds of the home in which an installation is being made?

Probably the best possible form of advertising in the fall is a sign placed on the grounds of the home in which a burner is being installed. Nothing is quite so effective a sales talk to other prospects in the neighborhood at sight of an actual installation in the home of a friend or acquaintance. The dealer must of course take particular care that the heating plant in the home in which he installs a burner is sufficient in size to take care of its heating problems. Inefficiency of the heating plant itself, though not directly the responsibility of the contractor-dealer or specialty dealer making the burner installation, is usually charged to him by the customer and ruins the possibilities of other sales in the vicinity until it is corrected.

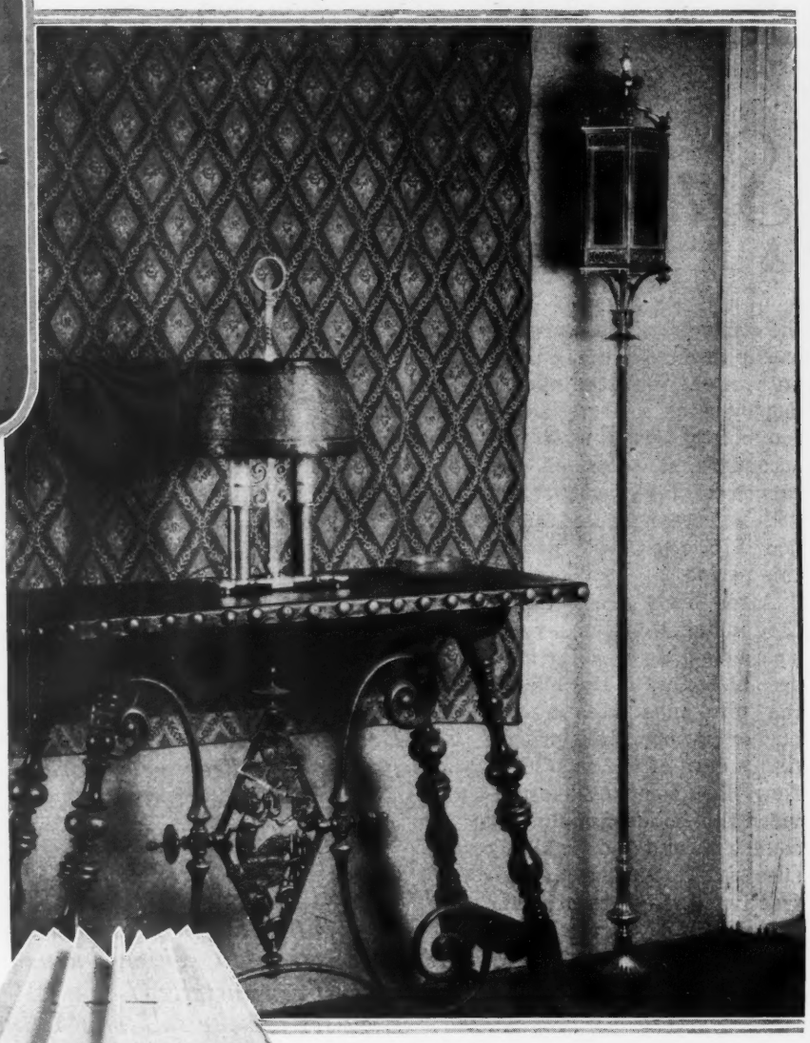
Service, far from being a necessary evil in the burner field, is one of the best sources of new business.

During the winter months, New York Oil Burner Company men call on old customers to make periodic inspections. In this way they obtain excellent leads when the units are uppermost in the minds of prospects and equip themselves with enough names and addresses to keep busy throughout the year. In this case, the company services its appliances for a period of a year without charge. After the year is up it offers a flat rate contract to its customers for the same sort of inspection and repair work. Flat rates are based upon the company's service cost experience through the "free" period, the charge necessary being averaged for all its installations and serving as a basis for "paid" charges. In this way costs are prevented from exceeding actual charges and the service is a source of actual profit to the dealer. In some instances customers prefer to pay for service as they require it.

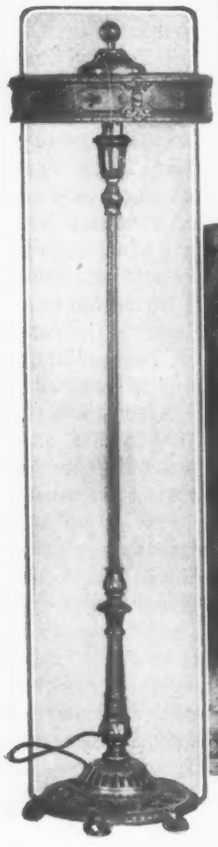
Modern LAMPS

Hand-molded, Spanish-type pottery in soft bisque color forms the base of this lamp, which measures 28 in. overall. The 22-in. shade is of hand-blocked French linen in vivid design and color. Retails complete for $60.

Right: Two-candle table lamp, in Early Colonial brass, with crackled parchment shade, retails for $25; lantern torchere, of wrought iron and brass, with onyx base and lantern of amber etched glass, $100.



Left: Wide distribution of light is permitted by this new type of floor lamp which has shade with plate glass beveled top. Light is thrown upward, outward and downward. Listed at $45.



Lamp base of mirrored glass, in color, with shade of tinted vegetable parchment banded with ombre velvet. Complete, $24.

Manufacturers' names are listed on page 132

IN A TOUR of the lamp market this season, the lamp buyer will find individuality the keynote of the season's lamp styles. Each lamp has a personality all its own.

English Colonial and Early American lamps are still in vogue and many lamps of distinct Spanish and Italian influence will be found. The majority of lamps however, make no special play for exact period design but are "Modern American" in execution.

Unique and Colorful

Left: Table lamp with metal base in oxidized silver and copper has shade of marron glace crepe with tangerine silk lining and trim of gold and color. Lamp, $18; shade, $33.

Above: Thoroughly modern in style is the floor lamp above, with base of wood in black and red, retailing for $20. The water bottle lamp is $24. The shades are of hand-blocked linen, designed by Paul Poiret for Mantell's, Paris. The square shade is $25; pleated shade $30.

Below: This metal table lamp has enameled base, ornamented with spinnings and shade of chiffon pleated over hand-decorated parchment. Retails for about $29.75.

Metal base finished in Chinese red with pleated yellow silk shade. The lamp complete is about $40.

Hammered steel lamp with sheepskin parchment shade, hand-painted. Retails, complete, for $25.

Bases of onyx, like last season, are again very much in evidence and Italian marble is occasionally seen. The lamps are of metal, plated, in natural finish and in sprayed finishes of various tones and colors, but colors are subdued. Simple and dignified, the lamps provide a background for the novel and colorful shades that studios are offering.

There are plain mica shades and shades of stained mica that look like stained glass windows; shades of sheepskin parchment for lamps of English, Spanish and Italian influence. Glass water bottle lamps, mirrored crystal and exotic pottery bases are seen with shades in varied colors: shades of book linen, tracing cloth in natural or tinted colors, hand-blocked linen shades of striking design; parchment paper shades, and Japanese and Italian paper shades. Silk velvet shades for the more elaborate lamps, also the perennial silks and georgettes which will never be replaced.

Lamp SOCKET SETS

First Annual

A. C. tubes and socket power of the retailers and jobbers

READERS of *Electrical Merchandising*—specialty dealers interested in electrical appliances solely for their merchandising possibilities and more particularly central station executives chiefly concerned with load building—will be interested in the definite trend of radio set and accessory manufacturers toward the construction of lamp-socket devices as reflected at the Radio Industry's First Annual Trade Show at the Hotel Stevens in Chicago.

Though the exhibition recorded every development in circuit, cabinet and tuning design accomplished by leading radio engineers in the past year, in spite of the fact that combination radio sets and phonographs exhibited are again assuming an important position in the field and notwithstanding the introduction of new and more accurate reproducing systems, the attending retailers and jobbers were clearly dominated by advances in lamp-socket sets.

Perhaps the most startling change in evidence at the show was the tremendous increase in the number of set manufacturers employing vacuum tubes capable of using a.c. from the light lines as their filament supply source, and also designed to obtain their high voltages or plate potential from these same light lines through suitable transformers, filters and rectifying devices.

Where but three sets of this type were on exhibition at the Radio World's Fair in New York City last year, eighteen of different manufacture were in evidence in Chicago during the latest show, representing 29 per cent of the total number of set manufacturers exhibiting. It is estimated that the average radio set equipment with a.c. tubes will require about 58 watts to operate it and interest was quite evenly divided between this type of receiver and those using standard radio vacuum tubes and suitable A, B, and C power supply devices. Six per cent of the manufacturers exhibited sets of this latter type with built-in power supply devices, making a total of 35 per cent of all set manufacturers exhibiting at the show now in the "electrical appliance" field.

Of the remaining 65 per cent of the receivers shown at the show, those which had not made provision for lamp socket operation, it is expected that many will be equipped with power-supplying accessories operating directly from light lines, but manufactured as separate units. These units, which include combination A battery and trickle charger devices, transformer and chemical or tube rectifying units for high plate voltages and recently developed types of dry rectifying cartridges or tubes, attracted considerable attention.

The dry rectifiers developed during the past year to a point of practical value proved particularly interesting to visiting retailers and obviously many of these units will be used in storage battery chargers and other such devices. Leaders in the industry do not expect the advent of the a.c. tube materially to affect next season's demand for the various other types of sets now in use, though they are certain to exert an influence which will be felt to some extent. Many buyers will of course remain loyal to battery-operated receivers in spite of the tendency toward "convenience outlet radio" and for a reasonable period at least, battery chargers are certain to remain good sellers and load builders.

One of the interesting "lamp socket" receivers ex-

At the N. E. L. A. Convention

MERLIN H. AYLESWORTH

said to

Power Companies

"I SUPPOSE you would like a startling statement from me about the effect of radio on the electric light and power industry. When I tell you that in my opinion the homes of the future will be equipped and wired for the distribution of radio programs in every room in the house, from the parlor and the master's bedroom to the kitchen, you will no doubt smile, but I tell you so nevertheless. In a short time, the electric current consumption through radio equipment whether it be through the air or direct by wire will be a vital part of your service.

"America's infant industry—Radio—will soon be responsible for more than fifty million new lamps burning on the daytime load. These lamps will not be used in competition with sun light, but will be hidden away in the form of tubes in radio sets and radio lamps of considerable size in loudspeakers. Most of these will draw their current and power from the light socket."

DOMINATE *Radio Industry's Trade Show*

equipment divide interest attending exhibit in Chicago

hibited at the show by a manufacturer also extensively in the electrical appliance field contained a motor generator set suspended on springs and housed in the base of the receiver's console cabinet. The tubes in the receiver were wired in series and the generator furnished proper direct A, B, and C voltages when merely connected with an a.c. or d.c. light line convenience outlet. Sets of this type should prove popular in districts where nothing but 110 volt d.c. is available, which voltage is usually not enough to insure proper operation of the power tubes now in use in the majority of radio receivers for accurate tone quality.

Renewed interest of manufacturers in combination phonographs and radio receivers will also be interesting news to electrical men as these console type units usually reproduce both radio and recorded music electrically and obtain all the necessary current direct from light lines. Records which have been in use for some time are electrically recorded and new radio-phonographs are providing that they may be electrically played, even to the amplifying devices used.

Some years ago, when radio loudspeakers were first used, the majority of them required storage battery voltages to energize the field magnets. This was gradually dispensed with by increasing the amplification apparatus contained within the receivers. However, since lamp-socket current-supply devices have become popular, speakers of the power type are beginning to appear again. Several manufacturers displayed loudspeakers which were power-operated direct from the light lines and many of which also were equipped with high current consuming power amplifier tubes. This general tendency toward power amplification is obviously an effort to obtain true or "rounded" tonal quality rather than excessive volume and is certain to influence current consumption.

Combination speakers and battery eliminators are also manufactured this year in considerable numbers, so that converting last year's sets to give this year's tonal quality and convenience is merely a matter of buying one of these new speaker combinations and letting its power supply devices obviate the use of batteries for the receiver itself.

The conclusions listed in a chart reproduced on these pages will be of value to specialty dealer and central station buyers who wish to keep abreast of the times in radio set and accessory design. Some of the points listed are rather technical to the uninitiated but will aid the radio man materially in selecting merchandise likely to be in demand this year. Manufacturers have anticipated, as far as it is possible, the buying tendencies of consumers and have supplied wanted merchandise in quantity.

Electrical men will also be interested in the fact that this exhibition was entirely and exclusively for the radio trade and was staged by the Radio Manufacturers' Association, an organization sponsored by 270 of the country's leading radio manufacturers. The attendance and registration of 18,000 odd members of the radio industry, wholesale, retail and manufacturing interests, is rather convincing evidence of the rapid standardization in this field.

Socket-power accessories, socket-power sets as well as power amplifiers and speakers have obviously reached a point where they are acceptable merchandise to the electrical retailer.

—And EXHIBITS at the R.M.A. TRADE SHOW in Chicago FORECAST the Popularity of:

RECEIVERS using new alternating current, lamp socket operated, tubes, though leaders in the industry do not expect this popularity to affect materially the demand for various other types of sets now in use.

Accessories which furnish A, B or C, or all three radio voltages direct from light lines, as 60 per cent of the sets manufactured do not contain their own lamp socket power supply units.

Console type receivers, particularly those containing large speakers of either cone or horn type as well as special power tubes which permit accurate reproduction.

Combination speakers and power amplifying devices operating from lamp sockets.

Multi-tube sets employing radio-frequency amplification, shielding and its attendant rigid construction which will reduce servicing needs. The obviously heavy current demands of these sets will be taken care of by power devices operating from light sockets.

Both the farmer and the farmer's wife welcome the arrival of this truck. After the first visit, it will be found that they have been saving up questions to be asked and appliances to be fixed.

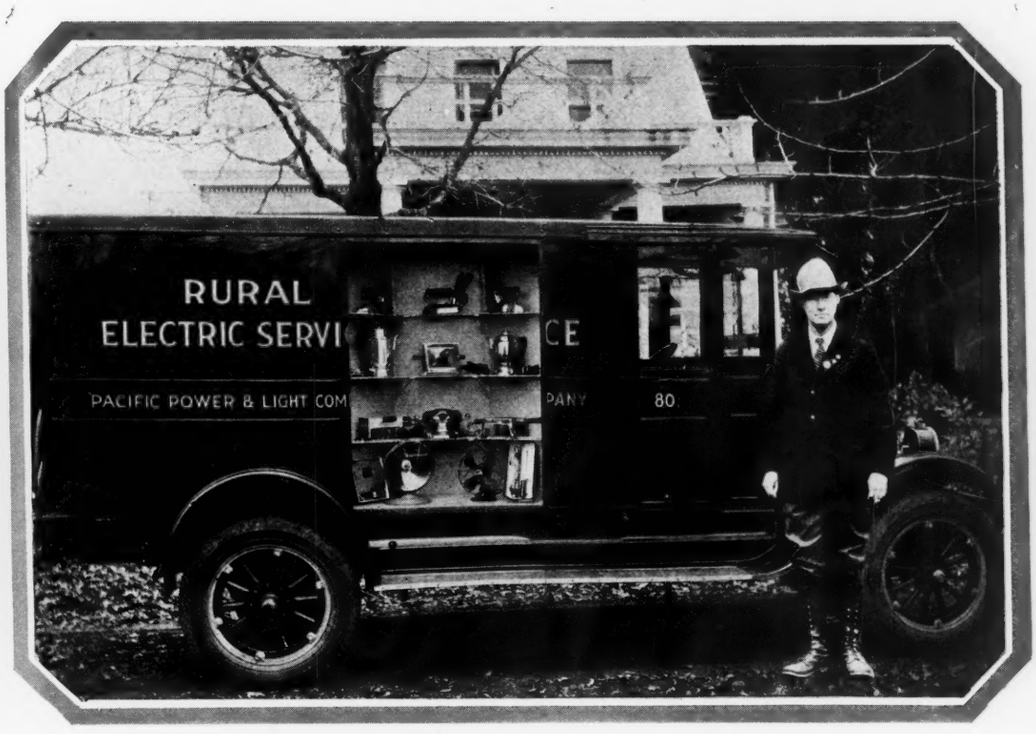
Bringing the ELECTRIC S

The Pacific Power and Light Co gon, finds a traveling mer cha means of selling appliances as well

WHERE does the farmer buy his equipment? Some of it, of course, he buys on his occasional trips into town; some of it he gets from mail-order houses and some of it—and the size of this factor will surprise many—he buys from the itinerant peddler. When the Pacific Power and Light Company of Portland, Oregon, came to realize the proportions to which this last item bulked in the farmer's yearly expenditures, it determined to obtain a share of the outlay by turning peddler itself.

The result was a fleet of traveling electric appliance exhibits fitted out and sent throughout the rural districts served. Three one-ton panel body trucks were used for the transportation of the displays, specially prepared and fitted up for this service. Openings were cut in the panel sides sufficiently large to house a four-tiered display case on either side with folding doors fitted to this space. The show cases were then built on the inside of the truck, with back and sides of a composition board painted gray with a gloss finish. This enabled the entire equipment to be washed or oiled and dusted without injury.

Angle iron uprights extending from the floor to the ceiling carry wire shelves similar to the shelves used in a refrigerator. These also are easily cleaned and do not collect the dust. In addition they have the advantage of offering a means by which small appliances can be anchored, thus preventing their slipping about on the shelves when the truck is in motion. This is accomplished by means of small wire hooks tightened by turning up thumb nuts against large washers on the under side of the shelf. The great advantage of this over a similar arrangement in solid shelving is that the placing of these hooks can be varied at will to meet the requirements of different appliances, merely by using different mesh openings.



The company's representative notes empty lamp sockets and fills them, sells a new appliance or two, discusses the bills, if they are not understood, listens to complaints and straightens them out and generally settles the electrical question for the farm.

STORE *to the Farmer*

Company of Portland, Ore- chandise exhibit an effective well as of building good will

The side doors which cover these display cases while the truck is on the road, fold back and then slide toward the front of the car. Either open or closed they fit tightly and present a neat and business-like appearance. The title "Rural Electric Service" is painted across either side, with the name of the company below. The whole thing is thoroughly dignified, as befitting the character of the company and the purpose intended for the trucks to accomplish.

Only the front half of the truck is occupied by the show case, the rear compartment being reached through the doors in the back. This is reserved for the larger appliances and is usually occupied by an electric washing machine, a vacuum cleaner and possibly an ironer.

The further equipment carried by the truck includes a reasonably complete line of small electric appliances, lamps of all sizes and in addition a complete assortment of equipment needed for servicing, including spare parts, extra cords and plugs of all kinds.

The service man in charge of each of these stores in miniature is carefully chosen for his fitness in meeting the rural public and also for his ability to handle all situations as they arise. For naturally he is called upon to do much more than merely to sell electrical equipment. To the rural consumer on whom he calls he represents the company in all its functions and he must be prepared to discuss matters of disputed bills, as well as needs for new rural extension, or the question of public ownership.

The repairing of equipment and the sale of new articles has had the effect of markedly increasing the individual load per farm. Incidentally, a promising amount of merchandise has been sold. The company is satisfied with the results thus far attained by its "peddling service" and believes the returns will be cumulative.

Contests which promote friendly competition among salesmen, with "props" and appropriate stage settings, stimulate entire force to increased effort and build up summer sales and profits

Have You Made Your Summer *Sales* Quota?

EVERY sales manager interested in the promotion of summer appliance business has realized that profits are assured if salesmen become enthusiastic enough about their work to ask each other such questions as: "Say, old man, have you made your sales quota?"

Specialty selling organization, central station merchandiser, contractor-dealer, department or hardware store—warm weather appliance sales can be made to hang up profitable totals if the salesmen can be so stimulated that they take a sporting interest in pushing summer sales to new high levels. The best sales managers in the business of selling electrical appliances claim that beating summer slump is not so much a matter of overcoming buyers' lack of interest as it is a problem of keeping the *salesmen* interested and on the job.

Recent releases of the National Industrial Conference Board indicate that buyers' earnings—the real influence in business—do not decrease in summer. On the contrary, the latest survey shows that the employees of 2,000 plants in twenty-five different industries earn as much or more during June, July, August and September, than they do in the cooler months of the year.

Summer a Peak Season

Some of the country's greatest industries, including the entire automotive field, all things connected with the building or construction industry, clothing production and the vast interests of the crude oil and petroleum product producers, are actually in peak season. It is quite evident that if there is such a thing as a summer slump in the electrical appliance business, it may be laid directly at the door of sales inactivity.

Though prospects for electric washers, cleaners, refrigerators, ranges and other electrical appliances are just as easily sold when finally "pinned down" in July as they would be in December, warm weather often "persuades" the outside salesman to reduce the number of his daily calls. That's the answer to a decrease in summer appliance business—sales laxness. Perhaps prospects are harder to find because of their interest in the outdoors, but once found they can certainly be sold.

Making Selling a Summer Sport

Summer selling can be made a summer sport through sales contests among the men. A contest is a proven way to keep them interested in their work and keyed to keep selling throughout warm weather. Just as children can be induced to do their lessons by dressing these duties up a bit and by giving them "stage settings," thus turning work into play, so can a sales force be stimulated by awakening the sense of competition. The contest is more successful also when it is dramatized. A catchy "theme" and entertaining features of a carefully planned inter-employee sales contest hold an appeal that keeps the entire force interested in the business of making a sales quota.

Small appliance dealers may well profit by the experience of larger specialty selling organizations which have demonstrated the value of successfully promoted contest ideas. The Maytag Company of California is one of these organizations and has been particularly successful in holding through dull months the interest of its sales divisions and crews.

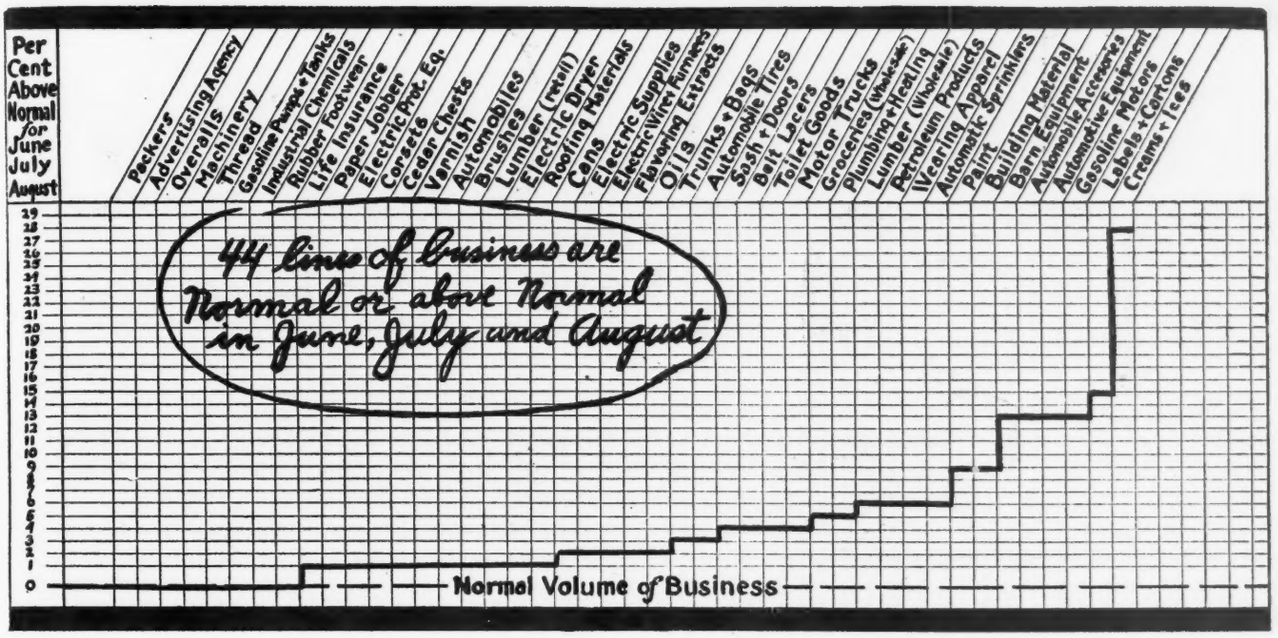
One of this company's most successful contests, called the "Treasure Hunt" was opened with a letter to all salesmen outlining all its details in attention arresting "pirate" language.

The "Treasure Hunt"

The territory was divided into five "islands" on each of which it was to be assumed that treasure had been buried. The "treasure" was really there, for the company proposed to award three prizes to those men with the highest sales records during the contest. The winner on each "island" was to receive a cash award of $150, the man with the second best total $75 and the third in line $50. A grand prize was also awarded to the man with the best sales total for the entire group.

In addition to the cash prizes put up for the contest by Maytag, each salesman voluntarily contributed 50 cents to the contest award fund. The entire sum, amounting to $1,500, was distributed in special prizes. Souvenirs such as illuminated quota charts for the divisions, small emblematic pick axes and shovels and miniature treasure chests were distributed to contestants and added a great deal of interest to the affair.

Branch stores co-operated by decorating their windows with bronze-painted chests of cardboard fastened with large padlocks and where possible, small model ships rented from local curio dealers. Weekly sales talks couched in pirate terms, with the speaker dressed as a pirate, were also used. These pic-



The Maytag Company of California used this interesting graph to show its sales force that customer purchasing power was high during summer months.

turesque fixings not only dramatized the contest to the salesmen but awakened public interest in the unusual campaign which netted a number of sales.

A constant flow of sales promotion letters went to all salesmen during the "Hunt" and these aided materially in keeping up interest. All letterheads tied in with the "Treasure Hunt" idea in some way, often with a drawing of a pirate ship, an elaborately decorated treasure chest or with other suggestive material of this kind.

That sales were greatly stimulated is shown by the prize and commission checks paid.

The contest lasted from July 19 to August 31 and during this period the winner sold $1,840 worth of merchandise, winning the grand prize for the entire division of $400. Twenty-three other salesmen were awarded prizes, selling between $400 and $1,440 worth of washing machines. Commissions ranged from $300 to $1,800 per sales person for the six weeks' work and $17,000 in prizes was paid to twenty-four employees.

Every Contest is a Story

In every contest, Maytag included a dominant and amusing idea. The warm weather was forgotten by the men in an effort to win each successive "game." Another cleverly arranged contest of the company was called the "Round Up." The territory was christened the "Flying U Ranch," on which there were "steers to be branded, broncos to be busted" and other fanciful duties to be performed, alluding to the more common-sounding work of selling washers.

Districts became "corrals," the first ten days of the contest were used to classify the men "expert riders," an "amateur" or a "tenderfoot," according to sales volume and were qualified to contend for prizes only in their own class. Salesmen were addressed in all promotion letters as "Dear Pard," and were furnished with red bandanas to wear early in the game. Eight hundred and seventy-five dollars was distributed in prizes during this campaign and newspaper advertising supplied the necessary leads for contestants.

In the "Trainload Drive," another of the company's ingenious campaigns, each division had its "yard masters," "stations" and "special trains." The trains (salesmen) were to keep a mileage schedule (Washer Quota). Each branch store had its own special train with a name such as "Corning Comet," "Sacramento Skyrocket," etc., and a bonus was offered for each salesman exceeding his allotted mileage. For five machines per week the salesman received $1.50 extra commission per sale, for six machines per week he received $2 per machine extra and for three sales per week an additional $1 was added to the commission on each sale. An electric sign was awarded to the leading branch store or "train" at the end of the contest.

As in other contests the public was interested in the scheme and were more easily sold because of their sympathy with the competing men. Each store constructed a model semaphore on the curb before its door and a railroad track was painted on the sidewalk from this semaphore to the store entrance for local color. Promotion letters this time, were written on the order of railroad timetables and excursion circulars and a salesman dressed as an engineer with a long-spouted oil-can protruding from his hip pocket attended every weekly sales meeting in the various branches.

Vacuum Cleaner Men Compete

In the vacuum cleaner field the quota idea has long been capitalized for increased summer sales. The Eureka Vacuum Cleaner Company annually offers a capital grand prize of $250 to the salesman who produces the greatest volume of business by direct solicitation or straight canvass. The contest usually lasts over a period of two months and men are not permitted to include in their totals sales made as a result of store leads.

To the three highest-rated sales-

(Continued on page 142)

"I *Am* Going *to*

"I appreciate the value of the patronage of women and have formulated eleven policies to help me capture a larger portion of that buying power these next twelve months."—Roy Springer.

AT THE head of the Great Lakes, with nothing between it and the North Pole but the great Iron Ranges and a screen door, nestles the thriving little city of Superior. In that mining and manufacturing center of 43,000, Roy Springer demonstrated, during the past six months, his ability to make good as a contractor-dealer.

The first of September, 1926, he obtained full control of the Ross Electric Company. How he financed that deal will be told later on in this story. The interesting thing right now is that from the first month of Springer's accession to the presidency of this Wisconsin concern, it made a net profit — whereas for months it had been operating at a loss. This profit grew as the months rolled by. Springer's plans for increasing his gross volume and his net earnings are worthy, therefore, of a respectful hearing.

"First of all, I am going to make this a *woman's store* and I am not going to have any foolish qualms or false pride about going 100 per cent of the way to accomplish my purpose either," this big, six-footer, two-fisted man emphatically declared. "If I'm selling household appliances, bought nine times out of ten by the fair sex, then, by golly, I'm going to cater to them."

Springer then outlined the various steps he plans to take immediately to accomplish this purpose. They are as follows:

I will employ one (possibly two) demonstrator-saleswoman.

Then I will train that person so that she can explain exhaustively and demonstrate thoroughly the unusual as well as the better-known uses of the minor heating devices and the major labor-saving appliances.

I will construct a semi-sheltered "nook" in the store where the household utility lines may actually be demonstrated.

A rear entrance will be provided for employees.

I will continue the present services of a woman who comes to the store once a week and cleans all fixtures, decorative lamps, nickel ware and appliances.

The windows will be washed at least once a week.

The names and addresses of all purchasers will be obtained—especially women—and put on addressograph plates for future mailings.

I will solicit the woman's trade by personal letters, telephone calls and house-to-house canvass.

I will give women immediate and deferential attention when they enter the store. Showing a patient and

Modernize My Business"

How Roy Springer of Superior, Wis., basing his plans on the experiences and mistakes of 1926, will cultivate the patronage of that worthwhile class of buyers —the housewives.

genuine interest in their problems will bring results.

Store demonstrations will be run on toasters, percolators, waffle irons, ironing machines, washing machines and vacuum cleaners.

I will carry modern fixtures and know the facts about period stuff and harmonious decorative treatment.

For Greater Efficiency

The conversation then switched to the matter of making money through increasing volume or cutting down expenses.

"Last year I did quite a bit of advertising, some of it 'pulled' and much of it seemed to go flat," said Mr. Springer. "The copy that went over invariably contained a real message. Some specific reason for buying now or for coming to the store. This year if I haven't something to say I am determined to hold on to my publicity money until such time as I have. A little small-space, 'institutional,' copy may be all right but I intend to look for bargain buys or to dope out inducements for quick action. Then I will put those messages in my display advertisement and look for results.

"These last four months, for example, I found that advertising $1 down and $1 a month on minor appliances created a lot of store inquiries. As a matter of fact, I made 80 per cent of time sales on very much higher terms and over 50 per cent for cash with order. The dollar payment plan was, of course, simply a 'come-on.' Practices such as these have been followed, with success, by larger merchandising establishments for many years and I think it is about time that the contractor-dealer took a lesson in merchandising from his successful brothers down the street."

Between September, 1926, and March, 1927, over 60 per cent of the $60,000 gross volume transacted by Springer came from the merchandising end of his business. But the $20,000 in contracting was taken at a substantial profit.

"Another rule I shall continue to observe," Stringer went on to say, "is that I simply will not accept wiring contracts unless I can get my just and lawful price.

Time Payments

"An examination of my bad accounts during 1926 and of the reasons why they went sour showed me that in nine cases out of ten it was due to the customer's inability to meet his monthly payments. Sometimes the purchaser lost his job, but far more frequently his obligations were simply too far in excess of his income. My inflexible rule this year will be, therefore, to ask frankly three questions concerning the customer's credit. First, the stability of his job; second, his earning power, and third, his fixed obligations."

This dealer is a firm believer in the wisdom of centralizing his business contacts. He buys 85 per cent of his electrical supplies from two jobbers, and favors one jobber with over 60 per cent of this business. It was due to this policy that he was able to persuade that particular jobber to extend him a liberal line of credit during the period that he was obliged to use the earnings from his business to pay off an obligation exceeding $20,000 involved when Springer bought out his partner. "If it had not been for the fact that I kept a detailed bookkeeping record of my expenses and of the financial state of my business and that I had cultivated the personal and friendly acquaintance of this strong jobber, it would have been impossible for me to have engineered the deal whereby I obtained complete control of the Ross Electric Company," Mr. Stringer explained.

Incidentally, this availability of business facts also made it possible for Stringer to borrow heavily from his local bank over and above the security which he deposited consisting of a $10,000 life insurance policy and $5,000 worth of stock in his company.

Specializes On One Line and Buys in Quantity

The concluding suggestion advanced by this far-thinking merchant, has to do with the number of lines carried. Stringer believes in concentrating on one line each of standard, nationally-known, appliances. He employs three outside salesmen and is able therefore to buy in quantities which make his account a desirable one. He has every intention of continuing to push the lines he now handles and of building the reputation of these lines in Superior.

"My experience tells me that it will pay to make my store attractive to women and that a policy of consistency in dealing with jobbers and with manufacturers should be followed by all means."

An unsued section of the basement storage room provides ample space to inspect and wrap a quantity of fixtures.

The salesman on his initial visit carried nothing but photographs of the line of fixtures.

HALF

640 refixture orders in six weeks shows the responsiveness of Joliet, Illinois, to decoration with light

TWELVE self-trained central-station men started out house-to-house calling in Joliet, Ill., the first of last November and, with nothing to show on their initial visit but a few photographs, sold over $12,500 worth of replacement fixtures within a period of six weeks. Joliet's tactics were the opposite of those employed by the Ohio Public Service Company during its recent well-known refixturing campaign. The Ohio company stressed correct lighting; Joliet talked beauty and value.

This first venture in Joliet was avowedly an investigative experiment. It found, briefly, an overwhelming response, a waiting and receptive market for the better fixtures at attractive prices, far greater than it had dared to anticipate.

When it called in twelve of its appliance salesmen one day in the latter part of October it laid the proposition before them in about these words:

"Here is a city with approximately 9,000 residences which may or may not require new fixtures. We want you to help us find out. This much is known—Joliet has never been canvassed on the matter. Here," it continued, "are the inducements: a complete line of modern, quality fixtures at attractive prices; no increase in the list price for the twelve months time payment privilege; installation free; and last, but not least, this scale of *increasing* allowances for the old fixtures: if one only is purchased, 10 per cent; if two, 12½ per cent; if three, 15 per cent; if four 17½ per cent and for five or more, *20 per cent.* Plan your own selling talk," it said, "then go out for the next six weeks and canvass every likely prospect. For this you will receive your regular salary (from $100 to $125 a month) plus a ten per cent commission on the net amount of your sales."

The thought back of this first campaign was to determine *market receptiveness.*

The boys went out. "For the first ten days they didn't quite know what it was all about," declared W. D. Fisk, in charge of city sales. "The cordiality of their reception and the ease with which the prospect could be interested soon convinced my men, however, that they had hold of something worth mastering. It wasn't long before orders began to flood in. The inducement of our scale of allowances was one of the main factors," Fisk explained.

The progressive allowance was a considerable factor tending to cause, for example, 25 per cent of all buyers to take five fixtures, because of its "hard-to-resist" inducements. The

The Psychology of the Sliding Scale

For	Discount Allowed on Invoice	Percentage of Customers Ordering	Total Sockets Sold per Home	Total Sockets Sold
One Fixture	10	10	4	256
Two Fixtures	12½	25	8	1280
Three Fixtures	15	15	10	960
Four Fixtures	17	15	12	1152
Five Fixtures	20	25	13	1080
Six or More	20	10	15	960
		100		6688

Total number of fixtures sold, 640.

Replaced approximately 4,000 sockets on old equipment with 6,688 or an increase of 60 per cent in available sockets.

The total potential load carried by these 6,688 bulbs (average wattage per bulb estimated at 40) is 267,200. The present wired load from this activity is about double that of these same outlets prior to this refixturing drive.

The HOME-OWNERS *Will Refixture*

table of figures presents the picture of what happened in Joliet last November.

What degree of ingenuity did these appliance salesmen put forth when they framed their refixturing arguments and laid out plans for action? One of them, a chap that doesn't remember ever writing an order for less than two fixtures, grossed, on the average, $190 in fixture sales per week. He sold one out of every three persons that he contacted. Jack Walsh says:

"The interest was such that I found time to make but ten calls per day. I skipped the new houses but tackled all that looked five years old or older. Fifty per cent of the housewives were interested. I talked beauty, modernization, harmony, style and, of course, drove it all home with the special offer of price, terms, allowance for old fixtures and free installation, good for a limited time only. The proposition seemed too fair to turn down.

"I would always start out by trying to get a new five-light in both the living room and the dining room.

"I would then explain how, by ordering two or more fixtures the added allowance on *both* would be quite an item. It was easy to add from one to three more smaller fixtures after the first two had been sold because the total amount saved on the entire bill, figured on the four or five fixture purchase allowance basis, would almost pay for a hall or bed room number. I pointed out also the harm of leaving one or two of the old affairs hanging where they could be seen in connection with the new ones—the old one tending to 'kill' the beauty of the new.

"Seventy per cent availed themselves of the terms offer. I carried samples of the finishes and a book of photographs with me but closed most of the sales, of course, in the store.

"It was surprising the number of old homes and old fixtures the boys found in Joliet. We only half worked the town when the time was up. I feel certain we could double our first record next time.

"I always called back two days after the fixtures were hung to inspect the job and to share with my customer her enthusiasm. I would see that they were straight and fully lamped. I got a lot of prospects out of this stunt."

This utility spent less than $160 in advertising this campaign. It demonstrated the fact, in the opinion of the sales manager previously quoted, that a splendid market exists in the smaller cities at least, for replacement fixtures.

Solving the Hot Water Problem *sells the Electric Range*

Water heating by electricity goes along with cooking by electricity. Eliminate the gas heater and the electric water heater competes in cost and efficiency with coal, gasoline and kerosene heaters. In this article, which we borrow with acknowledgment from our esteemed contemporary, "The Synchronizer," the author has made a number of tests and established a valuable comparison of electric water heater costs and operation.

IN rural districts, electric cooking cannot be considered without bringing up the subject of water heating; therefore, the electric range salesman who is not thoroughly familiar with the various methods of heating water cannot hope to make any great progress.

The average prospective purchaser of an electric range, residing in a rural district, is supplied with hot water from a hot water tank in the basement, the water being heated by means of a "coil" in the furnace and a "water-back" in the coal cooking range. During the summer months the range is depended upon entirely to heat the water.

Eliminate Coal-Burning Appliances for Cool, Clean, Kitchen

When an electric range is installed, the coal range could, of course, remain in the kitchen, but, firing it daily for water heating purposes defeats the principal object of cooking electrically, i. e., to enjoy a cool, clean kitchen. When this plan is adopted, the servant or housewife will usually cook on the coal range whenever it is fired for water-heating purposes and use the electric range for preparing not more than half of the meals.

All coal-burning appliances should be removed from the kitchen when an electric range goes in; otherwise, the customer cannot enjoy the many advantages of cooking electrically. The kitchen of some country homes is not equipped with a hot air register or radiator because it was assumed that the coal cooking range would heat the kitchen. When an electric range is installed in such a house, the range salesman should recommend that provision be made to heat the kitchen from the central heating plant by installing the necessary equipment.

When the customer considers discarding the coal range, the question may arise: "How will we heat water during the summertime?" and an enthusiastic salesman might advise: "With an electric water heater, by all means," thereby putting the cart before the horse, and, in many instances, losing the sale of the range.

It is not easy to completely electrify the country home by any one sale, for in most cases the family purse strings are very reluctantly untied when from $175 to $250 is paid for an electric range and the necessary wiring.

In spite of the fact that our people, as a whole, bathe more frequently than any other nation in the world, there are many good citizens in the rural districts, and in the cities, for that matter, who manage to get along very well and live to a ripe old age without a daily bath.

Requirements Must Be Suited

When a range salesman recently asked a profesional man, with a fairly good income, about his hot water requirements, he said he would be very well satisfied with a heater that could be lighted whenever he wished to take a bath and turned out when he and the rest of the family had finished bathing. Between "bathing periods" the cook could heat water for kitchen use on the electric range. This family preferred cold water for bathing the face and hands and for shaving purposes, offering the explanation that "it keeps one's skin in good condition." The salesman recommended a heater which has proven satisfactory. He sold the electric range, and, in the course of time, will probably sell this customer an electric water heater.

We recently made an investigation of the methods employed in rural districts for heating water and conducted a number of tests to determine the relative cost of operating the different types of heaters.

The most economical method of heating water for a large family is by means of coal or coke-burning heaters, but such heaters are rarely used except in cases where hot water requirements are unusually large and where more than one servant is employed, as this heater requires more attention than perhaps any of the other types. It also has a tendency to heat the basement, which is objectionable.

A gasoline heater was tested, and while it would heat a tank of water very much quicker than the kerosene heater, it proved to be very much more expensive to operate.

Cost Comparison Is Made With Other Types

The most commonly used and most economically operated oil heater for a moderate-sized family proved to be the kerosene type; therefore, a very thorough test was made of one of these heaters in order to compare the cost with heating water electrically. A one-burner wick type tank heater of the most efficient make was connected to a forty-gallon hot water tank in a home having two bath rooms, sink, and servant's washstand in the kitchen, and laundry tubs in the basement. The water tank and piping were not insulated. The temperature of the water supply during the test was fifty-nine degrees Fahrenheit. The family consisted of two people and one servant who lived on the premises and used one of the bath rooms. No laundry work was done on the premises except the servant's personal linen.

For ten days this heater was lighted at 6:00 o'clock in the morning and extinguished at 7:30 o'clock in the evening. Starting with a tank of cold water in the morning, the burner was turned to maximum height in order to heat sufficient water for use in the bath room at 7:00 o'clock. At 7:30 o'clock, after

the water in the tank had become hot, the flame of the burner was reduced. Operated in this manner, the heater consumed three quarts of kerosene per day, provided the servant remembered to reduce the flame at 7:30 o'clock in the morning. When the servant failed to light the heater at the proper time, there was no hot water available at 7:00 o'clock. Therefore, the heater was burned continuously for thirty days with the flame reduced to the lowest possible point at which a blue flame could be produced. Plenty of hot water was available at all times and the heater required no attention except refilling the one-gallon reservoir with kerosene and cleaning the wick daily. In thirty days the heater consumed 30¼ gallons of kerosene costing twenty-two cents per gallon, making the total cost for the month $6.67.

For several days the heater was lighted for only two hours in the morning and turned out after members of the family had finished bathing. Operated in this manner, the heater consumed one gallon of kerosene in six days, which would be equivalent to five gallons per month, at a cost of $1.10. Reference is made to this particular test for the reason that some families in rural districts seem to be satisfied with such limited hot water service.

Electric Heater Is Installed

Following these tests of the kerosene heater, a fifteen-gallon thermos type electric water heater was installed, independent of the forty-gallon hot water tank, the latter being cut off with a valve in the hot water line. This heater has two 1,500-watt heating elements which are automatically controlled by a thermostat, both units being cut in until the temperature of the water reaches a certain point when one of them is cut out and the other continues to operate until the water reaches a temperature of 150 degrees, or the temperature at which the thermostat is adjusted. When small amounts of water are drawn, one of the units is cut in until the water in the tank is brought back to 150 degrees, but when a large quantity of water is drawn, for a bath for instance, and the temperature of the water in the tank is reduced sufficiently, both units are cut in. This heater is so well insulated that it operated at a very high efficiency; i. e., there is very little heat loss by radiation.

This electric heater was operated continuously for thirty days, furnishing a sufficient supply of hot water, the requirements being the same as when the kerosene heater was tested. During the thirty-day period it consumed 300 kilowatt-hours. The rate for this service being three cents per kilowatt-hour, the cost for electricity was $9.

In order to reduce the current consumption to the lowest possible point, a two-period time switch was installed and set as follows: On, 5 o'clock in the morning; off, 9 o'clock in the morning; on, 2 o'clock in the afternoon; off, 7 o'clock in the evening. Operated in this manner, there was sufficient hot water for all requirements, as very little hot water was used in this particular household between 10 o'clock in the morning and 4 o'clock in the afternoon. In the evening, when the current was cut off at 7 o'clock by the time switch, there was sufficient hot water stored in the tank for use until the family retired, the hot water requirements being small in the evening as members of the family bathed in the morning. The monthly current consumption, with time switch operating as described above, was 237 kilowatt-hours, making the monthly current cost $7.11, at the rate of three cents.

Some families in rural districts do not demand continuous hot water service and only light the hot water heater when a member of the family wishes to bathe. Where a family is satisfied with this sort of service, either a kerosene or electric heater can, of course, be operated at comparatively small cost, but the majority of people who are prospective purchasers of electric ranges demand a continuous hot water supply and customers of this class are willing to spend a few dollars more per month in order to enjoy this convenience.

Electric Water Heater Requires No Attention

The kerosene type of heater is provided with a one-gallon fuel reservoir which must be filled daily, and, to operate satisfactorily, the wick must be cleaned daily, whereas the electric water heater requires no attention whatever.

A comparatively few years ago kerosene was sold by the grocer for eight cents per gallon and at that time electric rates in rural districts for water heating purposes ranged from fifteen cents per kilowatt-hour upward. Today kerosene retails for twenty-two cents per gallon, while the electric service rate in rural districts (Jefferson County, Kentucky) permits a customer to operate a water heater at the very low rate of three cents per kilowatt-hour. If this trend in the price of oil and electricity continues, the day is not far distant when electricity will be used generally in rural districts for water heating purposes.

What About Water Heating in the Cellar-less House?

On the west coast and in many southern cities private homes are often without cellars. Where water heating must be accomplished through the use of kerosene burners in these homes the heaters must therefore be installed on the first floor, usually in the kitchen or some other section of the living quarters. In such cases a "flue" must be provided to carry disagreeable odors and smoke from the home.

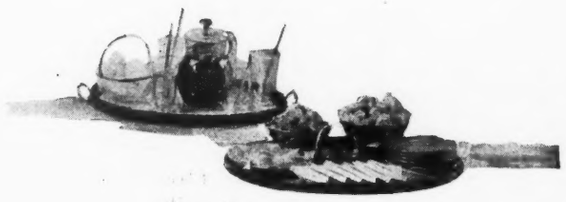
Heaters other than those operated by electricity installed in the living quarters burn up a tremendous amount of necessary oxygen and also cause an excessive and undesirable temperature in these rooms. Electric water heaters installed under similar conditions do not inconvenience the housewife as they are insulated to prevent the radiation of heat to the surrounding air, thus achieving higher water heating efficiency. When this modern type of heater is installed "flues" are obviously unnecessary.

Disadvantages of Oil Heaters

Several dealers have also called to our attention the fact that the principal disadvantage of the kerosene type of heater, as compared with electrically operated units, is the necessity for constantly replacing and trimming of wicks. The absence of thermostat and time controls on these types of heaters also requires that the flame be turned up or down periodically to co-incide with the demand for hot water placed on the system.

A prominent Detroit dealer who has also made comparative tests between electric and other types of water heaters has found that with a power rate of 3 cents practically no difference in cost of operation exists, with the electrical unit obviously leading in convenience and efficiency.

Meet Mrs. *Mitchell*



Refrigeration dealer builds good will, secures prospects and cuts servicing costs by following installations with a woman demonstrator—Prepares frozen dainties for parties and clubs

"AND now, Mrs. Adams, I want you to meet our Mrs. Mitchell. This is the lady who will call at your home within the next few days and show you all about your new electric refrigerator and how to make some of those delicious frozen desserts we have just sampled."

Mrs. Adams has just signed an order for a modern refrigerator in the store of Beck and Corbitt, St. Louis, Missouri. The salesman is completing his obligation tc his company and to his customer by seeing that the latter receives the complete home demonstration to which she is entitled.

Like the electric range, though possibly to a lesser degree, the electric refrigerator, its operation and possibilities, is more or less of an unknown quantity to its new owner, according to Beck and Corbitt. Last October, therefore, this firm engaged Mrs. Florence Wickert to follow installations and to do these five things: 1. Give the housewife complete instructions about defrosting her refrigerator; 2. Show the correct arrangement of foods on the shelves; 3. Make one or more desserts especially suited to electric refrigeration; 4. Check the temperature of the box and last, but not least, 5. Obtain prospects.

In order that the company might be protected in any good will that this demonstrator should build it assigned Mrs. Wickert the alias, "Mrs. Mitchell." "Mrs. Mitchel" receives a straight salary of about $30 a week.

"It is one of the best investments I have ever made," states the sales manager of this concern. "The pleasing personality of this capable woman and her ability to meet our customers on an equal social footing is winning for my company hundreds of friends and boosters monthly. She turns over to my sixteen salesmen about nine live prospects a week from these home contacts and she saves the service department many calls it would otherwise be obliged to make due to improper or neglected defrosting."

Mrs. Mitchell averages three calls a day. First she defrosts the machine, in the presence of the housewife, then she places the foods and liquid refreshments on their proper shelves. The correct arrangement, she says, is: liquids, butter, cream, eggs and fruit belong at the bottom; cooked foods, meats, etc., in the middle and foods with appreciable odors such as cheese and certain vegetables, on the top shelf. Allow plenty of room for the free circulation of air.

Now comes the most interesting part of the visit, for the housewife at least. A recipe or two for some novel frozen dainty is discussed with the lady of the house, the ingredients are mixed, and the resulting dish put in the refrigerator, which is now at its highest efficiency, to harden. Just before the demonstrator makes this last move she takes the temperature of the box. If it is so high as to indicate some fault she notifies the service man. "This rarely happens," she says. While Mrs. Mitchell has been mixing the desert or immediately thereafter she tactfully leads up to the subject of prospects. As a general thing, it appears, the owner is so delighted with the personal attention she is getting that she goes out of her way to think up names.

Another advantage of the "Courtesy Department" is the opportunity which its home service work creates

of our Courtesy *Department*

for meeting groups of women. Mrs. Mitchell offers her services to each new owner in the preparation of some unique dessert for a party. Frequently this graduate of a course in home economics is invited as a guest, to a bridge party or an afternoon tea. She arrives an hour or two before time, makes the frozen ice or pudding and helps serve it. The chance for meeting prospects is obvious. These women are asked to meet Mrs. Mitchell at the store and look over the various models. An attractive dessert and a cool beverage is always on the shelf of the operating refrigerator on the sales floor.

These contacts lead also to an opportunity for the same kind of service to women's organizations, church gatherings and clubs. In these instances, an electric refrigerator is delivered and connected at the place of meeting. Sometimes Mrs. Mitchell is granted an opportunity to address such bodies on the subject of food preservation and the making of interesting iced dishes.

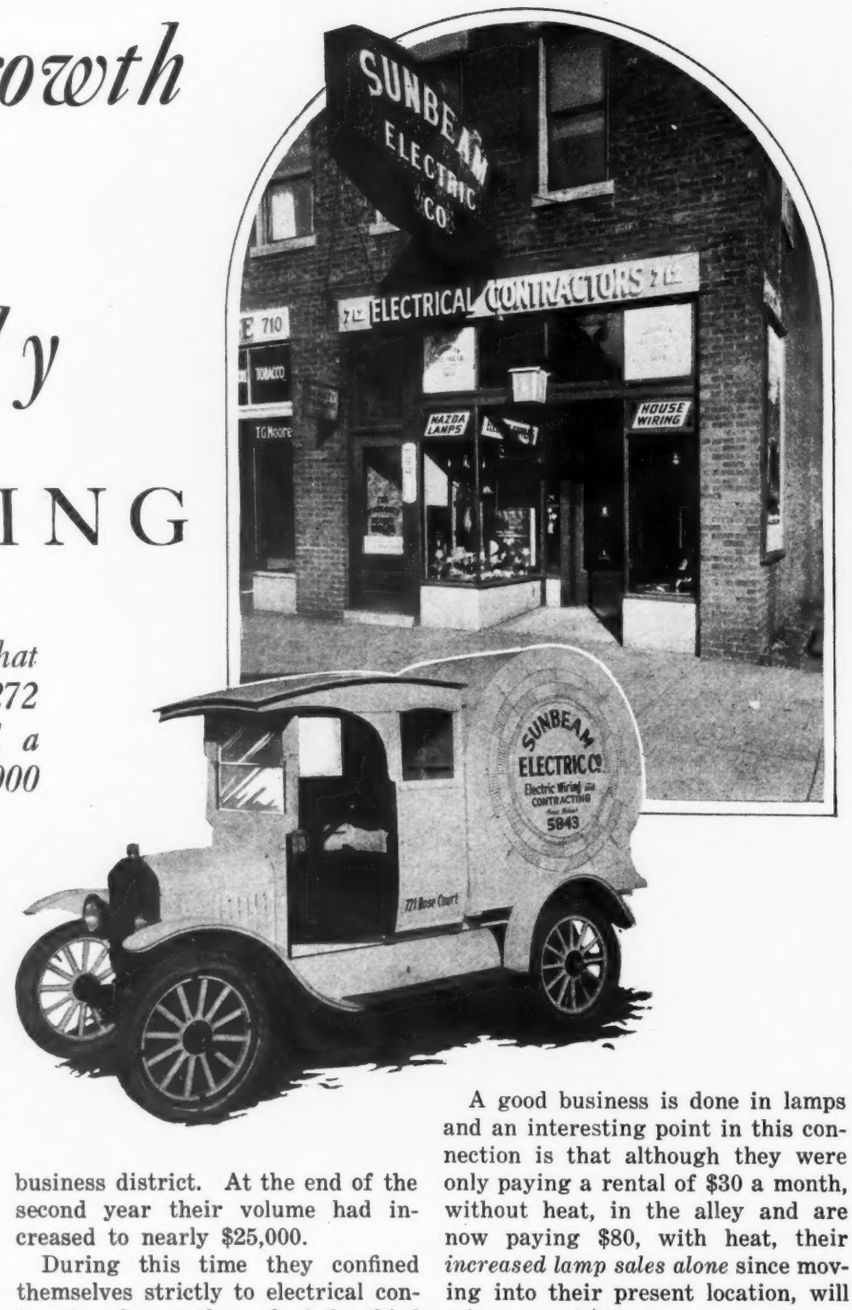
"It is difficult to state," continues the sales manager for Beck and Corbitt, "just which of these many advantages resulting from the maintenance of Mrs. Mitchell, otherwise the Courtesy Department, the firm values most. Prospects, good will, reduction of servicing costs—they are all of vital importance to the success of any specialty business. Certainly this woman is accomplishing all three in a highly satisfactory manner and to my utmost satisfaction."

The Value of a "Courtesy Department"

A courtesy department insures the continued operation of the electric refrigerator at maximum efficiency. It creates a high degree of consumer good will.

Steady Growth from Steady PLUGGING

A Business That Started with $272 Capital Reached a Volume of $35,000 in 1926.



THREE men sat in a room in a boarding house in a mid-western city some four years ago, struggling with a problem. They had a combined capital of $272, were experienced electricians and had decided to go into business for themselves. At the moment they were "stumped" for a suitable name for their firm.

The landlady paused outside the door of their room to use the telephone in the hall. She called the Sunbeam Grocery. "There's our name," cried one of the men. And thus was born the Sunbeam Electric Company of Terre Haute, Ind.

Four years is a brief span of time, as business age is reckoned, and apparently steady, substantial progress has been made by these electrical contractors during that period. Their initial capital, as stated, was but $272 and their first shop was in a basement. Their first year's volume amounted to less than $9,000. Hard work and a strict watch over expenses, combined with an increasing volume, soon required larger quarters and the next move was to what is virtually an "alley," situated however in the heart of Terre Haute's business district. At the end of the second year their volume had increased to nearly $25,000.

During this time they confined themselves strictly to electrical contracting, but at the end of the third year they felt the growth of their business and the inaccessibility of their "alley" location justified another move and last year they moved to their present location on Ohio Street, one of the main business streets of the city.

They have a compact store, with the shop in the rear, and the windows and interior display are distinguished for neatness and more than average effectiveness of display. In addition to the usual merchandise carried by an electrical contractor they handle a washing machine, an electric cleaner and a well chosen line of toasters, percolators and other electrical conveniences for the home.

A good business is done in lamps and an interesting point in this connection is that although they were only paying a rental of $30 a month, without heat, in the alley and are now paying $80, with heat, their *increased lamp sales alone* since moving into their present location, will take care of this increased expense. Their volume in 1926 amounted to $35,000, and they are looking forward to a $50,000 year in 1927.

How has this been accomplished? In the first place they believe in *service* to their customers and practice it. They consider satisfied customers as the foundation of their business. For example, although they sell fixtures, handle all kinds of parts, hang signs, do wiring and in fact anything electrical, they are building up a nice little business in refitting old lamps, vases, etc. There is only a fair profit in this sort of work but they have found it productive of a great many leads to other things electrical.

Along this same line, while they

seldom use newspaper ads, they regularly advertise in the women's clubs papers and also use movie theater advertising. In order to firmly fix the "Sunbeam" name in the minds of the public, they adopted, as a trademark, a *sundial.* This appears on every piece of printed matter they use and even on their truck, as will be seen in the accompanying photograph. It appears on letter heads, invoices, envelopes, business cards and on a sticker which is pasted on the box on every job.

A typical example of their method of operation is the purchase of an electric hammer, for concrete work, bought some three months ago. They had felt the need of this equipment for some time but inasmuch as it involved an expenditure of two hundred dollars, with complete equipment, they had postponed its purchase. It was finally bought, however, and Messrs. Heien and Grandidier, the proprietors, claim that it has more than half paid for itself in the three months. They state it is the only one in town and have found it profitable to rent it out, with a helper, at $2.50 an hour, when not in use on their own work.

There are some fourteen thousand homes in the city of Terre Haute and their business is confined very largely to the city. These men speak very highly of the co-operation given the electrical contractors by the central station management. A large portion of their business is new house work.

Four men are employed in the shop, a young lady is in charge of the office and an outside salesman whose efforts are entirely devoted to selling electric washers and electric cleaners. In sales of the latter merchandise, made on a deferred payment basis, the paper is handled through a finance organization.

Mr. Heien is a firm believer in service, courtesy and accounting. *Time cards are used on every job.* Accurate records are kept of all transactions and *a trial balance is taken every month.* Their specification form becomes, upon signature of the customer and the firm, a binding contract. It has the great advantage of listing every bit of material and labor that is to go into the job. It is in triplicate and when a contract is signed one copy goes to the customer, one is retained by the firm and one is given to the workman as his guide on the job. It is a very effective means of avoiding misunderstandings.

How I *make* *my* Windows PAY

By H. E. Mills
Mills Electric Company,
Long Beach, Cal.

WHEN it comes to setting up an effective display of electrical appliances in a store window, there are certainly a lot of dealers who sacrifice efficiency for art.

They design a "gilt-edge" display of a single washing machine, or a single cleaner, or a couple of electric toasters artistically embedded in swaths of black velvet and register serious kicks if anybody suggests placing a wide variety of appliances in the window.

My opinion of a window display is based not upon its "prettiness" so much as on the number of people it stops and induces to buy; its actual utility value. Our displays are based on three fundamental factors:

First—*Seasonable merchandise.*

Second—*Attractive power,* and I might say here that the things which help to make a window attractive are good *lighting, drapes,* and good *backgrounds.*

Third—Getting a *variety* of appliances into the show windows.

I don't care whether my windows have an air of aristocracy or not so long as they sell goods. It stands to reason that the window which is filled with merchandise will sell more than the window which doesn't display so much. The fact that more appliances are on display will make people spend more time looking at the window than would be the case if there were only one or two articles in it. Also the more appliances that are brought to the attention of the passersby the greater chance there is that folks will find something in the windows that will be of interest to them.

For instance, suppose that I stage a very aristocratic display in which I showed nothing but a single washing machine. It might be a superlatively good window from an art standpoint but it certainly wouldn't attract the attention of any passersby except those who were interested in washing machines. Suppose I included an electric toaster with the washing machine. In such a case the display would get the attention of the folks who were interested in toasters and the folks who were interested in washing machines. In other words, the display showing two articles instead of just one would be twice as effective.

To my mind, the final and best test of the effectiveness of a window display is whether it sells goods or not. If the display does make actual sales then it is a good display regardless of its appearance. If it doesn't sell goods then it isn't a good display and I don't care how artistic it is. My window displays are for the purpose of selling goods—*not* for the purpose of being an art gallery.

Another thing I've found about window displays is that it is just about impossible to light them too much. The more brightly they are lighted the more goods they sell. An electric store's windows should be the best lighted windows in town. When an electrical merchandiser does light his windows the most brightly, he is showing his faith in the goods he is selling and I consider that a very important point indeed in merchandising. When an electrical merchant has poorly lighted window displays it is just about the same thing as slapping himself in the face.

Warm Weather Tips

FOR *the* MAN *who* SELLS

Beyond the Store

Some Straight Tips for the Appliance Salesman

Following are some extracts from The Public Service Company of Northern Illinois' bulletins for salesmen:

Give your voice a pleasing quality.

It isn't necessary for you to have an iron or vacuum cleaner under your arm every time you go into a home.

Sell yourself first.

Say to your customer, "This is my territory. I am responsible for it. If there is anything wrong at any time, please tell me about it and I will have it adjusted."

Three things are necessary in business: You must have knowledge; you must be fair; you must be truthful.

It is a crime to try to sell anything about which you do not know *everything.*

The big stumbling block in selling is the average person's antagonism to being sold. He hates to admit another person can *make* him want anything. We don't want to use force, we want to go about it the right way. Overcome this antagonism by putting yourself in the prospective customer's place and see how he (or she) can be benefited, either in the home, or place of business, by what you are offering. Proceed on *that* basis—make *his* problem *yours*—then *your* proposition will be *his.*

Introducing yourself in a strong and confident manner the first time of meeting is better than handing in your card.

From the standpoint of weather, the best days are the worst days for sales-making.

There are more possible sales in a large number of fair prospects than in a few excellent prospects.

Don't do any loud talking, especially at the beginning of a selling talk. Talk low so as to concentrate the prospect's attention by slightly straining his or her hearing.

Legs often make up for brains, although one isn't much good without the other.

Never contradict a customer.

Don't give the prospect a chance to say "no" by asking a question to which it is easy to say "no."

Do not argue—illustrate instead.

Demonstration is one way to use imagination in selling.

If anything is king in America, it is personality. It is the man who puts his personality into service that sells the most.

Always talk from the customer's angle.

You will get further by out-thinking a prospective buyer than you will by trying to out-talk the same prospect.

When you have taken an order; the goods have been shipped, or delivered; paid for; the customer is satisfied, and wants more—*then* you have made a sale.

Adapt yourself to the prospect at the beginning of the sale that you may induce this prospect to adapt himself or herself to you at the time of closing.

—And If You Would Be Sure of Summer Profits

1. **Make certain that stocks do not become too heavy.**
2. **Put on extra sales pressure, but not extra salespeople.**
3. **See that every man and woman behind the counter knows the sales points of the goods they handle.**
4. **Pay attention to the attractiveness of advertising.**
5. **Make the store cool and inviting.**
6. **Make displays as "appetizing" as possible.**
7. **Improve necessary service, but eliminate frills.**
8. **Watch out for leaks, and see that these are closed.**
9. **Watch your overhead!**
10. **Avoid the idea that "business is bad in summer" or that "every one is out of town."**

Retail Ledger.

Lining Up New Salesmen

The Oklahoma Gas and Electric Company, Oklahoma City, Okla., throws open its weekly sales conferences to any person desiring first-hand information concerning the merchandising of electrical appliances. The following advertisement, which appears in the "Help Wanted" column of the local press the day the salesmen's meeting is held, speaks for itself:

"If you are unemployed or dissatisfied with your present position, you are invited to attend a sales meeting at the Oklahoma Gas and Electric Company office at 7:30 p.m. By attending this meeting you will have an opportunity to learn something of salesmanship. There will be no obligation whatever."

Questioned regarding the results from this indirect method of lining up future salesmen, Mr. Ealand, merchandising manager for this utility replied:

"One or two new faces appear at each weekly meeting. I make no attempt to soft pedal any unfavorable discussions that are bound to arise but let these visitors obtain a true picture of of what it's all about. After the meeting, I chat with each guest and in this informal manner get closer to the real man—and he to me—than would be the case through the customary methods of interviewing and hiring men. There is no obligation imposed—neither is there any feeling of restraint on either side.

"The man who thinks he might like to change his occupation certainly knows beforehand, with this system, what he is going into and who his fellow workers are.

Getting the Names of New Residents

One of the best fields in which the electrical appliance salesman may work is among new residents in a district, and the local telephone company is often willing to provide lists of these constantly changing names. Most of these companies find it necessary to issue special supplements of new customers in printed form for their own use between the dates of publication of directories and it is generally possible to arrange with the commercial manager of a concern of this nature for copies of these supplements. The lists are doubly valuable, inasmuch as they also contain notice of all changes of address of telephone subscribers.

In many cities, a municipal ordinance makes it obligatory that furniture movers report the names and new addresses of all people who move in or out of the city. It is a comparatively simple matter to secure these lists as often as once a week. At any rate the Chamber of Commerce of almost any city is a good source of information.

Electrical Merchandising *Pictorial*

A Monthly Picture Section of Sales Ideas

Detroit Specifies

Comfort Demands

A Convenience Outlet Every 15 Feet

Private homes in Detroit, Michigan must be equipped with a convenience outlet for every 15 feet of wall length to comply with a special ruling of the Department of Buildings and Safety Engineering.

From Long Beac*h* *Summer is* *to* Sell

In summertime—season of parade to get out into the balmy air a a pilgrimage

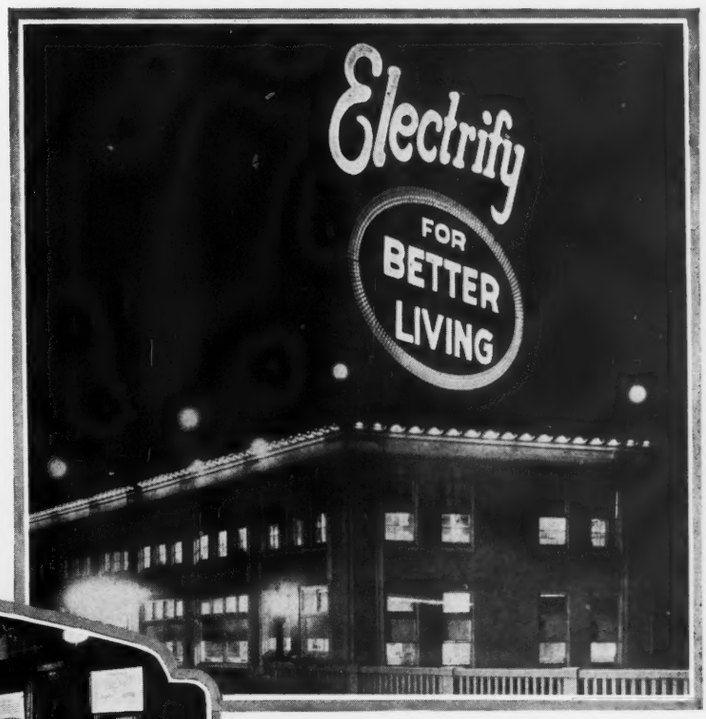
When a street parade was held in Detroit commemorating the hundredth anniversary of an important event in American history recently, the Detroit Edison Company contributed a float contrasting log cabin and home electric.

The Hansen Wholesale Electric Company of Salt Lake City, Utah, captures the imagination of home-town folks when parades are held with its moving display which vitalizes the name of popular household equipment. Indians or "Savages" are liberally sprinkled over the float to attract attention while a young woman demonstrates washers and ironers.

Over in London, England, Britain's latest electrical wonder, a washing machine which also provides the motive power for an ice-cream freezer, a food-grinder and simplifies other household duties, attracts crowds to the store window in which a pretty girl demonstrates it.

to London—the Time Appliances

lawn parties, fairs, circuses—any excuse to see new things is sufficient to prompt "Main Street."



In Rockford, Illinois, a flashing electric sign atop a central station building carries a genuine appliance sales message instead of just a trite "Light-Heat-Power" or "Rockford Electric Company" and has done much to promote summer appliance business.

Striking a new note in central station selling, the Public Service Company of Northern Illinois, Joliet, is actually disposing of commercial refrigerating units by taking advantage of increased summer store traffic and a display near its cashier's window.

H. E. Mills, Mills Electric Company of Long Beach, California, goes right out on the sidewalk after promenading prospects. He not only flood-lights the interior of his window but places three lights and reflectors over the window on the outside of the store. The window is set back from the building line about two feet and these lights illuminate a space before the store in which Mills can demonstrate cleaners and washers.

JUST

– that's all we ask !

Don't just take our word for this amazing washer. See it. Try it. Put it through the most exacting tests.

Prove to yourself that it is a truly revolutionary washer—5 years in advance of the field.

Prove to yourself, as hundreds already have, why the New Sunnysuds is a sales sensation wherever introduced.

Find out why its new sales plan and discounts make the New Sunnysuds the most profitable Franchise in the industry.

Write for information, and by all means *SEE* the New Sunnysuds.

SUNNY LINE APPLIANCES, Inc.
DETROIT, MICHIGAN

Canadian Factory: Onward Manufacturing Company, Limited, Kitchener, Ontario
Foreign Sales Dept.: 149 Broadway, New York City

The New Sun

WITH OCTAGON

Checking Instalment Credits

How to tell a good time-payment risk from a poor one

By W. H. Kniffen

THE granting of credit is not so great a mystery as it may seen, once you understand the fundamentals. And the same tests that we apply will hold good everywhere. When we attempt to appraise the risk we take in lending money, we ask three questions: (a) Who is he? (b) What has he done? (c) What has he got? Or, put it this way: Has he good character? Has he accomplished anything worth while? Has he accumulated any property? These elements are sometimes called the Three Big C's of Credit, namely: Character, Capacity and Capital.

The test in retail credits lies in an inquiry into the job which the buyer holds. If he has had steady employment for a number of years, and particularly in one place, it is evidence that he wears well and can hold a job. His income is more or less certain even though it may not be large. You must appreciate the fact that installment selling is placing a mortgage upon future earnings, and you want to be reasonably sure the future earnings will come through.

The steady fellow is dependable—that is why he holds his job; and as the firm depends upon him, so can you. On the contrary, those who work on commissions, which may be spasmodic and uncertain, such as real estate and stock salesmen, are not the best risks, because their income is seasonal and uncertain, even though at times it may be large.

In your credit inquiries, be sure to investigate this factor closely. It follows that the man of character and ability will ordinarily accumulate property. He will aspire to own his own home. That makes him a fixture in the town. He "stays put" and does not roam around. He has an anchor. And unless he has overburdened himself with heavy payments on the mortgages he will be a good risk. And if it becomes necessary to collect the debt by legal process, a judgment will be good.

The ideal risk is a man of good habits, with a steady job and living in his own home. You will rarely have trouble with such men. Sell them anything within reason, particularly if it adds to the comfort and convenience of the home and makes life the more easy for the wife and family.

Your finance company may or may not investigate the risks for themselves. At any rate they will want the following information:

1. Name and address of purchaser.
2. Married or single.
3. Business and business address and how long employed in the various places.
4. Property owned and in whose name.
5. Earning power.
6. References.

In taking references of people whom you do not know, be sure to get some that will be in a position to answer inquiries intelligently. No man would consciously give a reference known to be unfriendly and independent inquiry is frequently advisable. Here is where your business psychology comes into play and your credit sense can function.

Bank references are the best; and inasmuch as most people now carry bank accounts, they are common. In using bank references, I advise against the free use of the telephone unless you are well acquainted with some one in the bank. To ask the banker to drop what he is doing and look up the account, is asking too much. And savings banks treat their accounts as confidential and do not, as a rule, give such references. Let the customer in such cases (if he will) show you his pass book, and you can judge for yourself. Banks are willing, however, to answer such inquiries if made by mail and do so willingly.

Some fundamentals for

Profit-Making in Business

1. Advertise extensively, but wisely.
2. Sell exactly what you advertise and advertise only that which you can deliver.
3. Do not over-sell the customer.
4. Investigate the credit risk carefully.
5. Connect with a good bank and keep a substantial balance.
6. Borrow as you need and pay as you agree.
7. If you cannot, tell the banker why.
8. Never stall for time. Be frank and above board with your banker. Make him your "father confessor." He is human and generally just.
9. Let your place of business, your delivery equipment, your stationery, your advertising, be dignified and in good taste. People judge you by these outward signs.
10. Do not draw out all the profits. Plow them back into the business. Build up your capital structure from within.
11. Keep the customer's good will at any reasonable cost.
12. Remember that a satisfied customer is your best advertisement and good will your most valuable asset.

W. H. KNIFFEN,
Vice-president, Bank of Rockville Center Trust Company, Rockville Center, N. Y.

Electrical Merchandising
The Business Magazine of the Electrical Trade

believes with C. A. Nash, vice-chairman Mid-West Commercial Section, N.E.L.A., that:

"The training and education of the sales forces is the pressing job before the sales manager—to draw out the ability that is in the salesmen; to teach him to work effectively and to get results; to analyze men quickly and accurately; to replace those who do not measure up to standard and fulfill expectations."

Blocs and the Bogey-Men

IN politics, a bloc is a group of men who insist upon steering the Ship of State according to their own compass. That their compass may be cockeyed does not interest them: they demand to steer by it. That the Ship of State may hit the rocks as a result of their selfishness does not concern them—it's not their ship, anyway.

In a trade or industry, the bloc operates with similar insistence and by similar illogic. The business bloc demands to run things its own way, and if the industry is put on the fritz thereby, why, the industry is out of luck.

Our electrical industry is especially misblessed by blocs. We have the manufacturers, the central stations, the jobbers, the contractors and contractor-dealers, and now the hardware dealers. Each of these blocs is so intent upon its own hopes and fears that it wants to run things its own way: each, without really meaning it, is looking for the best of it at the expense of the others or in defiance of the others—which perhaps is only human. And be it understood that in this editorial we are not talking about the nationally organized associations of the various branches of the electrical industry nor of the men who guide or head them. We are speaking of the narrow, self-centered, bloc-thinking that exists among so many members of these groups, unorganized for the most part, but perniciously effective nevertheless.

Kilkenny Activities

THUS we have noted, as definite examples within the month, these specific manifestations of bloc selfishness (to put it mildly):—a central station running contractors out of business or out of town; contractors plotting together to beat a central station out of its franchises; hardwaremen lobbying for laws to hamstring central station merchandising; a fixture manufacturer spreading propaganda injurious to the whole industry including himself and his bloc-fellows; an appliance manufacurer so befouling certain territories that he cannot sell his own goods there. On all sides we see and hear individuals thoughtlessly indulging in false, libelous, and destructive advertising and sales talk. These Kilkenny activities are not isolated instances of idiocy nor are they the result of competition: they are the natural, inevitable outcome and florescence of bloc thinking. The men who participate in them do not act as individuals: they act as members of a bloc.

Why, wherefore and how-come?

If Hope Won't Hold 'Em, Fear Will

BLOCS are held together by either hope or fear. Some bloc-heads may hold their following in line by the hope of increased business, greater efficiency, cheaper insurance, wider margins, more profit. Others hold their influence through fear of a cleverly contrived bogey-man. At this time, bogey-man fear is the main force that is holding together the half-dozen or so electrical blocs.

The most effective and durable bogey-man is one which resembles something the members of the bloc already know, something they already fear, distrust or despise. The poor distrust the rich; hence, a rich bogey-man is suitable for a membership composed of poor men. The rich despise and often fear the poor; hence, a poor bogey-man is suitable for a membership composed of rich men. Once you know the formula, it is quite simple to find or fabricate a bogey-man which will excite the passions and start the parade.

In the electrical trade, each bloc has its assortment of bogey-men. The contractors' bogey-man just now is the central station. The appliance manufacturers' bogey-man is the price-cutter. The jobbers' bogey-man is the manufacturer who will not give "protection." The central stations' bogey-man is the local association of contractors. All or most of these bogey-men are figments of a strabismic imagination. They serve only to disrupt the trade as a whole, to obstruct and derange all plans for trade development.

Costs Everybody Money

MOST intelligent men in the trade realize this. They realize the foolishness and futility of intra-trade warfare. They realize that it is a time-wasting, energy-consuming, profit-dispersing form of class bigotry. They realize that it is costing the whole trade *millions* a year in sales and profits—in which loss each of us shares.

But they keep it up—why?

The answer is, loyalty to the bloc idea. Most men would rather be "regular" than right. When they feel themselves weakening in the matter of contributing to or participating in the extravagant futility of such squabbles, they take another look at the bloc's bogey-man, they imbibe a bit more of the oratoric or printed hooch with which the bloc intoxicates and poisons itself,—and they thereby gain fresh courage to goddam the opposition.

Bloc thinking within the electrical trade must be abolished. Loyalty to the bloc idea must go. We in the electrical trade are *not* primarily contractors or dealers or central stations—we are primarily electrical merchants. As such we owe our loyalty to the trade *as a whole*, not to any bloc, group or section of the trade, and certainly not to any group which is fostering purposes of destruction.

If we have money to contribute to co-operative effort, let us contribute it to upbuilding activities. If we have time and brains to lend to our fellows, let us employ them in creating more business and more profit for all, not in plotting strategies designed to wrest existing business and hijack existing profits from someone else.

The future line-up of the electrical trades must be intelligence versus ignorance, construction versus obstruction and destruction,—in the last analysis, *profit* versus *loss*.

We have had too much government by, and loyalty to, blocs and bloc-heads.

More about JOHN and MARY

Merchandisers comment on selling a completely applianced home and on Lee C. Goodwin of Durham, N. C., who is successfully doing it

Successfully Sells Complete Electrical Equipment

I AM thoroughly in accord with the idea of selling complete electrical equipment for the home, and in our properties we have been practicing it for some time. We have met with considerable success in the new homes although we have not made any arrangement so that the electrical equipment is included in the loan or mortgage on a house. In the old homes—of which the larger percentage is inadequately wired—it is almost impossible to completely electrify, but where the home is being remodeled, in some cases, we have been able to sell complete electrical equipment.

In our companies we do sales promotion work for electrical wiring, but the contractor-dealer does the wiring.

CYRUS BARNES,
General Sales Manager.

Charles H. Tenney & Company,
200 Devonshire Street,
Boston, Mass.

Everyone Responds to the Complete Electrical Home Appeal

AT the time this matter was first mentioned a year and a half ago, I am frank to admit that while I thought it a wonderfully fine idea I was somewhat skeptical as to its practicability. It seems, however, that Mr. Goodwin has amply demonstrated that the idea is practical and has blazed a trail for other utility merchandisers to follow.

Unquestionably we have been largely overlooking one of the biggest sales appeals which we have, which is the complete electrical home idea. There is an appeal about the complete electrical home to which nearly everyone responds and unquestionably we have been losing sales by failing to take full advantage of that appeal.

You may count me an enthusiastic supporter of the idea.

E. L. HINCHLIFF,
Assistant Commercial Manager.

Middle West Utilities Company,
Chicago, Ill.

Up to the Dealer to Put It Over

IT would seem to me the working out of such a plan might easily be more or less of a sectional proposition. That is to say, something that might easily be done in one section of the country, but not another, depending largely upon custom in connection with loans for building of new homes, etc.

Unquestionably, however, a necessary step is the selling of the idea. The public undoubtedly do not think of details of complete electrical homes when they are planning such homes. The plan presented in your article seeks to cover such a condition. As missionary work, therefore, I feel it would be a very good idea to give it publicity, and to follow it up. There is no logical reason why the idea of complete electrical equipment could not be forcibly brought to the attention of the prospective home builder, just as Red Brick, White Pine, complete plumbing equipment, etc. It will then be up to the dealer to follow it up and put the thing across.

In a word, I should say the suggestion is very interesting, and worthy of the dealer's best thought. Undoubtedly much can be done. Whether this will be easy or present unusual difficulties, would no doubt be influenced by custom in the dealer's particular section of the country.

Many plans such as this are doubtless brought out with a sincere belief in their practicability, but at the same time, and at bottom, are born of a desire to present news items in the trade journals which may be of interest, and as such appeal to the reader. For that reason it is my belief such articles have been largely discounted by the dealer with the thought that they are largely visionary and have not stood the test of actual practice.

Your present article apparently is out of the usual run in this respect, and should therefore, meet with a somewhat different reception.

G. E. SHEPHERD.

Shepherd-Rust Electric Company,
Wilkes-Barre, Pa.

Every Public Utility Will Carry Out the Idea

I BELIEVE that the time is not far distant when every public utility actively merchandising will endeavor to carry out this idea. When this time does come, we will be able to say, without fear of contradiction, that *this is* the electrical age.

J. W. DEVEREAUX,
Assistant to Vice President.

Byllesby Engineering & Management Corp.,
Chicago, Ill.

Answers *to Questions*

By Victor H. Tousley

Installation of Neon Lights

QUESTION: *We would like to know the requirements for the installation of neon lights. From information we have gathered, the voltage is rather high (8,000) for each tube and it appeared to us this might be dangerous or hazardous to life or property unless special rules were laid down for their installation. Any information you can give us on this subject will be greatly appreciated.*

ANSWER: The type of lamp referred to has been used in this country for the past several years but lately has come into a rather extended use for sign and display lighting. In a general way, the lamp consists of a sealed glass tube from which the air has been exhausted and neon gas inserted. Neon gas is one of the elements and is found in small quantities in the air. It has the property of becoming luminous when subjected to currents of high potential and when so subjected glows with a bright orange color. Variations in the color may be obtained by using other gases or combination of gases.

There are several makes of lamps of this type on the market all being designed to operate on the general principles outlined above. Of these lamps the one made by the Claude Neon Lights Company of New York has probably been on the market the longest. Other lamps are, however, made by the Rainbow Lights Company and the Manhattan Electric Company. The glass tubes containing the neon gas are provided with electrodes located inside and at each end of the tube. The tubes are also provided with external terminals to which the high tension wires are connected. The manner of obtaining the high potential for the operation of the lamp varies with the make of lamp.

In one type of lamp, the alternating current is obtained through a step-up transformer with the primary connected to the lighting supply, if alternating current, or to the A.C. side of a motor generator set where direct current only is available. The step-up transformer produces a secondary voltage which varies under different conditions but is stated as reaching, in some lamps, 15,000 or 16,000 volts.

In another type of lamp the high voltage is obtained from an ordinary Ford spark coil. With this device, where alternating current is available, a small transformer of the toy type is used to step down the supply voltage to about 6 volts, this secondary current in turn supplying the low tension side of the Ford spark coil. Where direct current only is available a motor generator set is used to reduce the direct current voltage to about 6 volts which is carried direct to the induction coil. Small signs of this type may be operated from storage batteries or dry cells. It is stated that the secondary voltage of the Ford spark coil when used on these lamps runs between 10,000 and 15,000 volts.

Installations in Small and Large Signs

In the installation of electric signs and displays, where the signs are small and used for interior or show window display, the tubes and the operating equipment are frequently installed as a unit, the transformers being enclosed in a cabinet which forms part of the device. In this case standard, low-potential, wiring is carried to the device.

In large signs and displays, the transformers are placed as close as practicable to the tubes which they operate. The supply lines to the transformers are installed in accordance with Code requirements for low potential work. From the transformer to the tube the current, which is of very high potential, is carried over cables provided with a special insulating covering designed to withstand this high voltage. These cables are about three-quarters of an inch in diameter over the insulation and are usually installed not in conduit but clamped direct to the metal work supporting the tubes.

Practically all the devices on the market have either been approved or are before the Underwriters' Laboratories for approval. This approval, however, only covers the device from the fire standpoint.

The hazards of these devices from the standpoint of safety to life are not so well established. The voltages are, of course, very high but as the secondary current is very low, and as the transformer handles but a few watts, even on the primary side, the transformer itself need not be of very great capacity. The statement is made by representatives of the concerns handling these devices that persons making contact with the high potential circuits will experience only the usual sensations from contact with small capacity high potential circuits, and further state that the devices will not, with a normal person, produce either serious or fatal shocks.

With that type of device using a Ford spark coil the effect of contact as reported is about the same as coming in contact with the same device when used on an automobile.

It would seem to the writer that the life hazard of these devices depended a great deal upon the characteristics and capacities of the transformers with which they are operated and that these should be as small as possible and specially designed to eliminate, or at least reduce, these hazards.

As a matter of safeguard, all high potential contacts should be protected when within reach and the metal work of all signs should be well grounded. No one should attempt to work on these signs when the current is on them.

This type of sign has a rather extended use in the East covering a number of years and, so far as the writer knows, no serious accidents have occurred from their use.

There is apparently no particular hazard in the breaking of a tube. When the tube breaks the gas escapes into the air and the electrical circuit through the tube is broken.

on the National Electrical CODE

Chief of Electrical Inspection, City of Chicago
Member of Electrical Code Committee, N.F.P.A.

The statement is made that the type of tube operating from a transformer has no appreciable effect on radio reception. On the other hand, the type of lamp operating from a Ford spark coil is open to the same objection from a radio receiving standpoint as any contact-making device.

Fuses, Thermal Cutouts, Circuit Breakers Thermal Relays, and Overload Relays

QUESTION: *The accompanying sketch is to show a 5-horsepower, 3-phase, 220-volt motor located in pent house with starting switch on floor below. Other switch is switch required in sight of motor. Please advise if starting switch can be two-pole, and why fuse is required in all wires of circuit and thermal cutouts, and trip coils are not.*

ANSWER: The writer hesitates to attempt to answer the point raised in the latter part of the above question. An uninformed individual taking the Code literally and attempting to apply the Code rulings on this question might be somewhat confused.

The running protection of motors is generally obtained through the use of fuses, thermal cutouts, circuit breakers, thermal relays or overload relays. In the case of fuses and thermal cutouts, the protection is obtained by the opening of the circuit in the fuse or thermal cutout itself. In the case of circuit breakers, protection is obtained by the use of one or more trip coils which on operation cause the opening of the poles of the breaker.

In the case of thermal relays and overload relays, the operation of the relay or relays causes the opening of the poles of a switch or some form of circuit breaking device such as a circuit breaker, automatic switch, or motor controller. In the case of fuses and thermal cutouts, current is cut off only from those conductors on which the fuse or thermal cutout operates while in the case of circuit breakers, thermal relays and overload relays the operation of any one of the trip coils or relays will open all the conductors controlled by the device.

It is assumed that in the case above cited all conductors of the three-phase circuit are ungrounded or have a potential above that of the ground.

Must Have Fuse

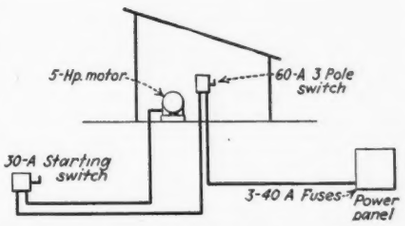
Rule 809b-1, undoubtedly requires that in this case, if fuses are used for running protection, there must be a fuse in each conductor.

In the case of circuit breakers rule 805n requires that in three-phase circuits the circuit breaker shall have a pole in each conductor and rule 809b-9, that the circuit breaker shall open all conductors of the circuit simultaneously, but may have (809c) a trip coil in each of two ungrounded conductors.

In the case of thermal cutouts, thermal relays and overload relays the rules are not so specific although rule 809c which reads: "The number of overload trip coils, relays or thermal cutouts shall not be less than shown in the table of section 805o," has been applied even though the rule 805o refers only to "overload trip coils for automatic circuit breakers."

Practically all motor controllers which are equipped with running protection devices have only two thermal cutouts, thermal relays or overload relays and these devices are quite standard and generally accepted.

The "running protection" of a motor is intended to protect against overloads only and while the running protection may take care of dead shorts or grounds, the "starting" fuses or circuit breakers, of which there should be a fuse or trip coil in each wire, is relied upon to take care of a short or ground.



Can starting switch be two-pole?

There is another possible source of trouble in three-phase motors which the rules require protection against only in certain cases (1003j), that of single-phasing. Where a motor is protected by fuses, if one fuse is of smaller carrying capacity than the other and blows due to a momentary overload, the motor may continue to operate on single-phase and burn out.

From a standpoint of protection it would appear that the circuit breaker, or some form of circuit breaking device operated by thermal or overload relays, would serve the purpose much more satisfactorily. With a trip coil or relay in any two legs of the circuit an overload between any two phase wires must operate at least one of the trip coils or relays and the operation of any trip coil or relay will cause the circuit breaking device to open all legs of the circuit. The motor is thus prevented from running single-phase and all wires to the motor are dead.

In the case of fuses or thermal cutouts current is cut off only from those conductors protected by the particular fuse or thermal cutout which has operated and as the operation of one fuse does not automatically open the other legs of the circuit, fuse protection is required in all three conductors.

Just why thermal cutouts are accepted in two wires only, the writer is not in a position to state. The thermal cutout in its electrical characteristics is purposely designed for slow operation. Unlike the ordinary fuse it will not blow on a momentary overload. This characteristic may make it, even when two-pole, a better device for motor protection than the ordinary fuse. It is probable also that in actual practice thermal cutouts are held closer to the correct ratings than the ordinary fuse.

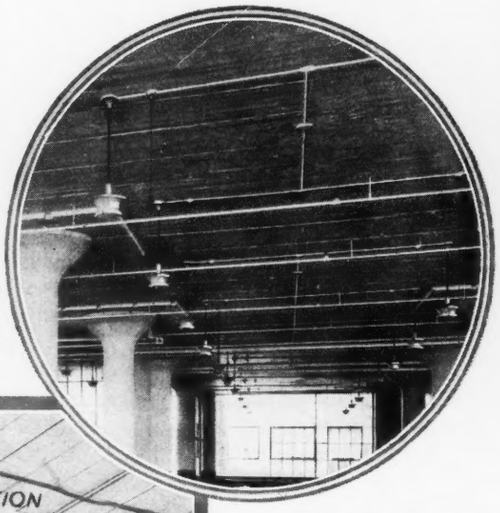
The Master Outlet of Wiring

WIRING all light outlets from master outlets on the surface after the building is finished, painted and the machinery is in place, has won for John Bauer, an electrical contractor in Hartford, Conn., the reputation of being a specialist in industrial installations. In reality, he is a specialist in giving the customer the utmost flexibility in his wiring job.

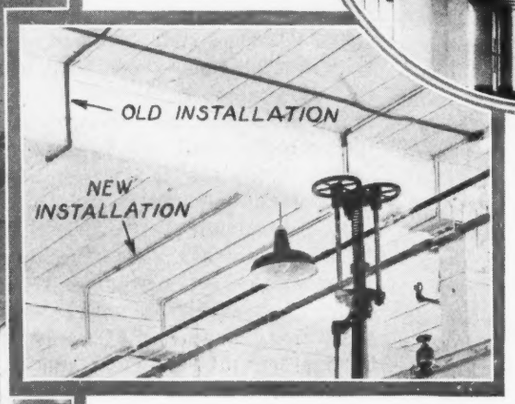
Consequently John Bauer is getting all the industrial work he can handle and a good portion of his work is without competition, giving him a good profit on every job.

When he receives a request for a bid on a wiring installation, the job is first figured as specified. If advisable, the job is then figured as a wire-moulding installation. Usually, the price of surface wiring is less and the two quotations are sent to the customer accompanied by a letter recommending the surface installation.

Mr. Bauer is then usually called to the office of the customer and asked about his system of wiring. He explains in detail how the installation can be made after the building is completed and thus insure perfect lighting at every piece of machinery and equipment no matter where it is located. The fact that at any time the lighting of the plant can be rearranged without mutilating the building and at very small expense, is a feature that is appreciated by industrial executives.



Right: The conduit to master outlets is concealed. Surface branches are in H formation.



Above: Showing the flexibility of surface wiring in the manufacture of large machinery. The lights are easily changed to suit each machine being worked upon.

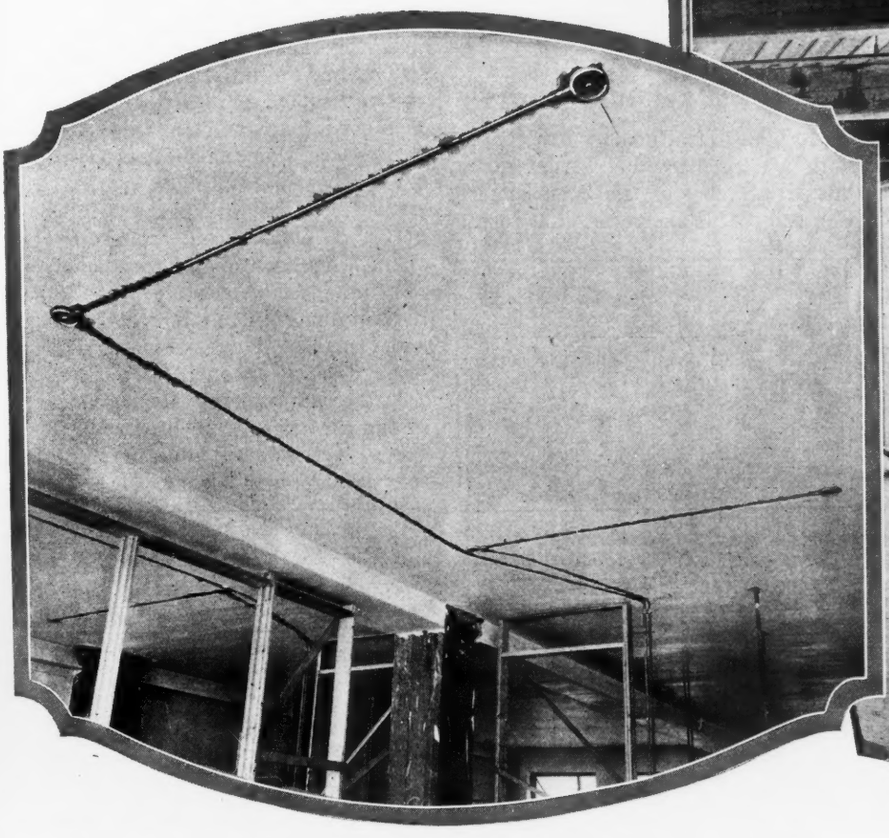
Left: An industrial installation where conduit on the surface feeds the master outlets from which run wire molding branches.

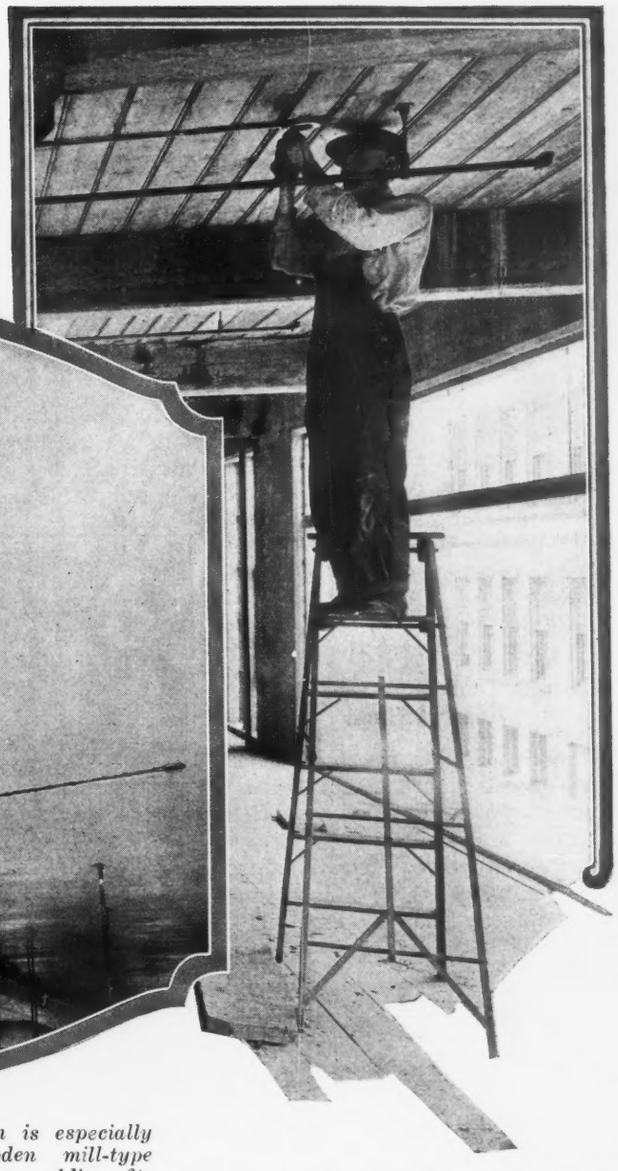
Very seldom does John Bauer wire a complete installation in surface wiring. The plans of each job are carefully gone over and the load centers are picked out. In each of these centers is placed a master outlet. These outlets are connected to the supply center by means of conduit which is nearly always concealed. In concrete buildings a master outlet is usually placed in each bay.

The installing of the master outlets is all of the work that is done until after the building is completed and definite decision is made as to where the machinery and equipment is to be placed.

The light outlets are then placed

SYSTEM





Above: Illustrating a system in which the branch circuits are sunk into the plaster, suiting the alterations being made.

Right: This system is especially adaptable to wooden mill-type buildings. The wire molding fits around the beams neatly.

where the best efficiency will be obtained and are connected to the master outlets by the moulding.

As most of the work is done after the building is completed, a large portion of the labor-consuming effort to work in unison with carpenters, concrete workers, etc., is eliminated.

In multiple-story buildings, the power circuits are run in conduit along the ceiling to the machinery on the floor above. Junction boxes are placed at intervals along the line and ample room is left for additional loads. In all small, individual-drive, machines; number eight wire is used and the fuse panel mounted right on the machine.

In all cases where reflectors are suspended from the ceiling they are made movable. This is done by simply placing a one-hole cover over the outlet box. The suspending conduit is inserted through the hole and retained there by placing both the locknut and bushing on top of the cover. The fixture may then be readily swung from side to side. This form of flexible joint has been used by Mr. Bauer for twelve years and has given no trouble.

Saving on Installation and Waste

It does not take as expert a wireman to properly install wire moulding as is required to install conduit. Any man can be trained properly to install moulding while even an expert with conduit will at times make wasteful goose necks and bends. In a short time, a man will become expert with moulding and will install it with amazing speed and efficiency.

Wiring in this method brings the left-over waste to a minimum. Each job consumes practically all its own short lengths and odd cuts. On John Bauer's latest job, which required over 21,000 feet of wire moulding, the total waste was placed in a half-bushel box.

Very seldom is the question of price the deciding feature. When the manufacturer finds that the contractor is trying to give him the most economical and serviceable installation, the contract is very often destroyed and the contractor told to proceed on a cost plus basis. For example, Bauer's latest job consuming 21,000 feet of wire moulding aside from a large power installation was taken on a small contract, but has been done entirely on the time-and-material basis.

Quick Appliance Repairs Make New Customers

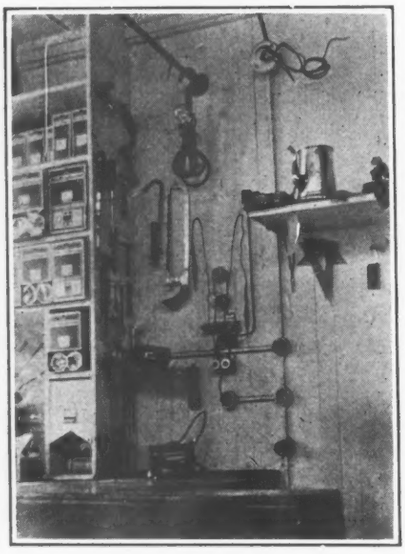
The repairing of home appliances is one of the biggest forerunners of good will in the electrical business. Such is the belief of Geo. D. Barr of the Morgan-Barr Electric Company, Greenville, S. C., who make it a point to give their customers quick service on all repairs.

When a woman brings in an iron it is hardly possible to wait several days for it to be repaired. Probably there is ironing at home to do or she would have never thought of having the iron repaired. It takes ten to twenty minutes to make the repair. And it has been found a profitable move to ask the customer to have a seat and the repair made right under her observation.

Small Tools and Test Set Kept at Hand

To make possible, these quick and efficient repairs there is kept on hand an orderly lay-out of small tools such as three or four sizes of pliers, wrenches, and screw drivers. Also a test set consisting of a fuse testing receptacle, lamp tester, a 110-volt supply outlet and a set of test leads in series with a lamp controlled with a double throw service, is arranged with the other apparatus. This makes possible a quick diagnosis of any trouble.

The practice of making repairs thoroughly and quickly has by this time become well known causing large amount of repair work to be on hand at all times. However, more profitable than the cash transactions, is the fact that with every new job a new customer and friend is made.



A neat arrangement of tools and tester is ready at all times to make a quick repair, while the seated customer can watch the entire operation.

A Back-Door Sign

Most electrical dealers are content with a sign over their front doors, but Mr. Sheley of the Star Electric Company of Bakersfield, California, believes in having a sign over the back door as well.

Mr. Sheley, of Bakersfield, California, believes in placing signs—where they can be seen—at the rear as well as the front entrances to stores.

Inasmuch as the rear of his shop faces on an alleyway which is a busy artery of traffic and is visible from the main street, his advertisement at this end of his business probably reaches not many less people than the name on the front of his shop.

The sign used over this rear section has the dimensions of a street signboard and bears the catchy legend, "Star Electric Company—the Shop That Sheley Keeps and the Shop that Keeps Sheley." It is floodlighted at night.

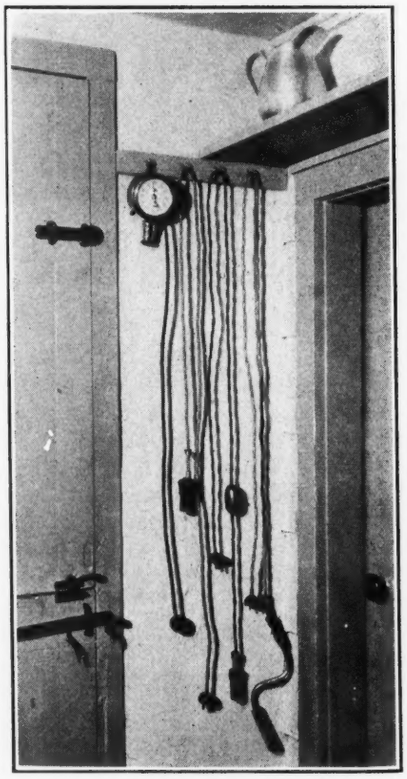
Door-Jam Display Sells Electric Irons

"You've forgotten to buy that electric iron." This is the psychological message flashed to people leaving the Great Western Hardware Company's store, 633 Fifteenth Street, Denver, Colo., by a door-jam display case so situated near the floor and by the edge of the door that one can scarcely refrain from noticing it.

The display windows are backed with solid partitions from the floor to the ceiling—glass in the upper portion. A radiator sits against the back of the window, interfering with the use of shelving or cases near the floor. Since it is an impractical merchandising corner anyway, there isn't much use in wasting a lot of good electric current trying to illuminate it, so that a considerable portion of this section of the store is in the shadow.

The end of the radiator is about twelve inches from the door jam. So, near the floor and in this twelve-inch space they have constructed a small, box-like cabinet with two shelves, ten inches apart, and probably six inches deep, triangular in shape. On each one of these shelves they have set an electric iron. Then to illuminate them, they attached a small reading lamp—this particular variety being known as a Clampo Set, the lamps being about the size of an average wall bracket. The shades are colored and the light is reflected upon the irons.

How to Reduce Service Calls



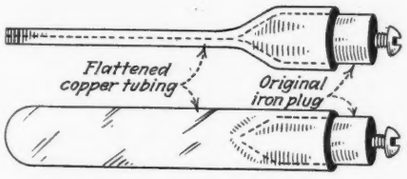
Every home should have some nook or corner where appliance cords and extension cords may be kept when not in use. Usually they are allowed to kink and curl and eventually break. The method illustrated will keep them in good condition and out of the way.

Cutting *down* Wiring Costs

Repairing Electric Iron Plug Points

It is sometimes found necessary to repair iron plug points which have been burnt off by pulling out the plug with the current on. L. S. Allen of Deering, North Dakota, uses the satisfactory method shown in the accompanying diagram.

The remaining stubs of the points on the iron are filed clean. Two short lengths of copper tubing are tapered and forced on the points. The tubing is then flattened to a shape similar to the original plug points. When properly done this job will work satisfactorily and will last indefinitely.



Electric iron plug points can be satisfactorily repaired by forcing flattened tubing over the burnt stubs.

Cutting Mica Segments to Save Time and Material

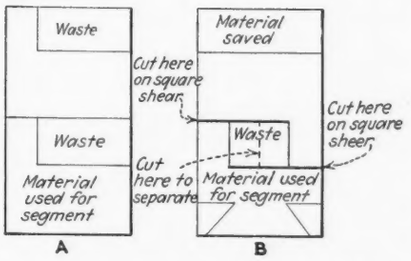
Waste of time and material is great when following the usual practice of cutting out mica segments for repairing commutators by laboriously cutting a piece of mica as shown in diagram A, with a hacksaw and file.

To avoid this waste, C. B. Keck of Cleveland, Ohio, cuts the mica as shown in diagram B. This is done by using the square shear, which is usually found in a repair shop.

After a piece of mica has been cut into a rectangular shape of sufficient size for two segments, the gage on the square shear is set the right distance from the blade to form the body portion of the segment and a cut is made approximately the length of the wearing surface.

It is advisable to block the blade of the shear so it will not cut off the riser portion of the segment. This can be done with a wooden block. When one side is cut the piece is simply reversed and the other side cut. The small strip between the two segments is cut with a pair of hand snips.

This method has the advantage of giving a straight edge and saves considerable time and material.



A, the wrong way, and B, the right way to cut mica segments for repairing commutators.

Plating Cleans Wire-Mesh Carbon Brushes

Scraping wire-mesh carbon brushes is very unsatisfactory and cleaning with strong ammonia or sulphuric acid requires the careful use of rubber gloves which are being continually torn and destroyed.

In working out a new method of cleaning, H. J. Achee, of Woodward, Okla., has found it very satisfactory to put the brushes in a copper plating solution and electroplate them until they look like new. The pores of the brushes are thus thoroughly cleaned while undergoing the plating in the plating bath.

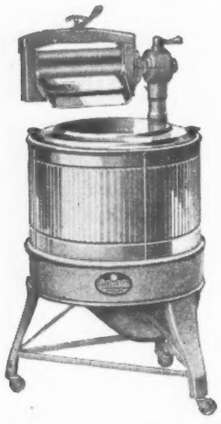
Mr. Achee has used this method a number of times and found it entirely satisfactory.

The Nine Points of Good Electrical Maintenance

The following nine suggestions were prepared by the chief electrical inspector of the city of Chicago and will be found helpful to anyone engaged in electrical work.

1. Wiring may be installed in accordance with the best construction practice, but if not properly maintained will nullify all the advantages derived from a good installation. Those responsible for the upkeep of electrical apparatus and wiring should know when apparatus is safe and should keep it safe.
2. In replacing blown fuses, see that no over-size fuse is used, that fuses are not bridged by nails, wire, tin foil, etc. Fuse sizes should be pasted in box.
3. Keep all cutout box doors closed. A short in a box with an open door or in a box without a door, especially when link fuses are used, is liable to result in a fire if combustible material is near box.
4. Portable cords should be in charge of the maintenance electrician; should be kept in repair, and given out by him when needed.
5. It should be the duty of the foreman to see that the grounding of electrical apparatus is kept intact, viz.: conduit motor frames and all other apparatus where accidental contact might cause a fire or a casualty.
6. All construction work should be done by a responsible contractor or electrician and not by a so-called "handy man."
7. Foremen should familiarize themselves with the location of switches controlling motors, heaters, welders, etc., so that in case of accident, machinery may be stopped as speedily as possible.
8. All obstructions, such as materials and stock, should be kept clear of all cutout boxes and switches controlling motors, etc., so that in emergency, access may be had to them without delay.
9. Unused wiring should be removed.

New Electrical Merchandise O



New "One Minute" Washer

Electrical Merchandising, July, 1927

Just announced by the One Minute Manufacturing Company, Newton, Iowa, is its No. 60 low-priced washer. The new model is a full-size machine, with copper tub, simple drive and improved type of agitator and wringer. Its intended retail price is less than $90.

In addition to Model 60 the company is also announcing improvements in its model 52. These improvements include larger tub opening and advanced washing principle.

Electric Fireplace Log

Electrical Merchandising, July, 1927

Although intended primarily as a fireplace ornament, the new electric log of the F. W. Shepler Stove Company, 1312 Sheffield Street, N. S., Pittsburgh, Pa., is equipped with a 660 or 1,000-watt heating element, mounted underneath the log in an inconspicuous position.

Two red lamps are mounted inside the log and two mechanical fans which revolve when the current is on, giving the appearance of tongues of flame. By means of separate switches the lamps and heating element may be operated independently of each other. An artificial ash slab is also provided, giving the appearance of ashes dropping from the burning log. The log itself is an exact reproduction of an old oak log with all the effects of the elements exactly brought out. Andirons are also supplied. The logs are made in 18 in., 22 in. and 28 in. sizes, listing at $30 and upward.

New "Eureka" Cleaner

Electrical Merchandising, July, 1927

Characterized by its manufacturer, the Eureka Vacuum Cleaner Company, Detroit, Mich., as the "Super Vacuum" is a new No. 10 cleaner recently announced by this company. It is a straight-air cleaner, all the power of its high-speed motor being used to create air suction. Intended retail price, including complete set of attachments, $56.50.

Four New Hot Plates

Electrical Merchandising, July, 1927

Four new two-burner hot plates have been announced by the Liberty Gauge & Instrument Company, Cleveland, Ohio. The hot plates have frames measuring 8½ in. x 18 in. and are made for operation from 110-120-volt circuits, a.c. or d.c.

Model 401-J is made of 20-gage steel, black japanned, with legs of 16-gage steel, nickeled, and has on and off tumbler switches. It is listed at $6.85. Model 402-J is made of 20-gage steel and is controlled by two 3-heat rotary switches. Retails for $8.45. All the plates have Nichrome 4 or Chromel "A" elements, mounted in 6-in. special Liberty refractory bases.

Model 404-E is built of 20-gage Armco iron. It is finished in blue-black and white vitreous enamel, with legs and handles of 16-gage steel, nickeled. Controlled by two 3-heat rotary switches. $8.85. No. 403-E is similar to 404-E with the exception of the switches which are off and on tumbler switches. It is made to retail at $10.65.

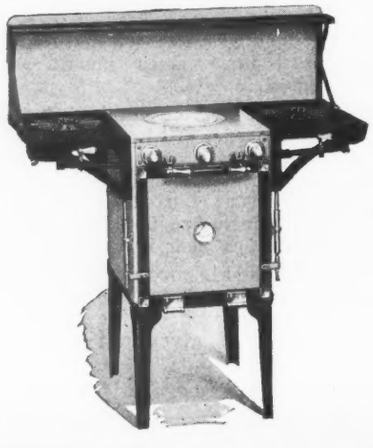
Small Electric Ranges

Electrical Merchandising, July, 1927

The Frugal Electric Manufacturing Company, 2249 Beechmont Avenue, Cincinnati, is marketing a line of small ranges, with ovens, in one, two and three surface burner models. Model G is a combination gas and electric range, measuring 41 in. x 22 in. x 46½ in. It has two gas burners and a 1,000-watt top burner and two 1,000-watt oven units. The top has Vitrolite finish, the back and shelf body gray lacquer. Intended list price, $98.50. Model C is similar to G, in size, finish and price but, instead of a combination gas and electric range, is all-electric, with three 1,000-watt surface units, and two oven units.

Model B measures 17 in. x 22 in. x 46½ in. and has one 1,000-watt and one 660-watt top burner with two 1,000-watt oven burners. The back has 6-in. shelf. Gray lacquer finish with lead alloy top. Intended list price, $75. Model A, 17 in. x 22 in. x 39 in. has one 1,000 watt surface burner and two 1,000-watt oven units. It has gray lacquer finish with nickel top and is listed at $67.50.

The ovens of all the ranges measure 13 in. x 13 in. x 15 in. and are made of .040 aluminum while the ranges are made of 20-gage sheet steel.

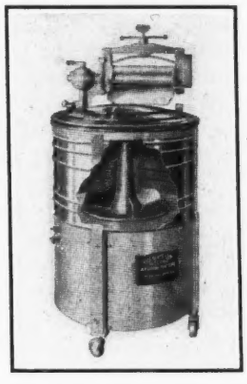


Improved New Gainaday Washer

Electrical Merchandising, July, 1927

Greater capacity, greater water action and greater washing speed are some of the important new features contained in the improved New Gainaday washer now being announced by the Gainaday Electric Company, Pittsburgh, Pa.

The new washer has larger opening in the top of the cabinet, emphasizing the increased size; a narrower ring on the tub, giving full exposure of the large-capacity tub; corrugations which supplant the baffles in the tub, increasing water action, improving the appearance and greatly strengthening the tub; one lid instead of two; and belt-guard as well as all moving parts protected. The capacity of the tub is increased without changing the size of the cabinet or the floor space required and the swing of the tub is lengthened, thus increasing the water action and adding greatly to the speed of washing. The new one is made of copper, nickel-plated satin finished. The ring on the cabinet and lid are also made of copper, nickel-plated, satin finish, both sides.

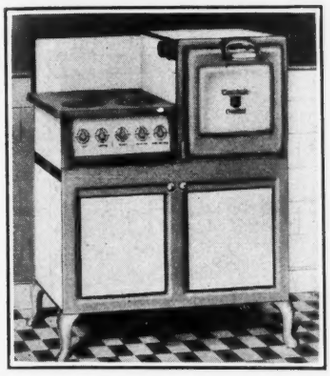


Agitator-Type Washer

Electrical Merchandising, July, 1927

The Upton Machine Company, St. Joseph, Mich., is introducing a new agitator-type washer, known as No. 33. The tub is of 8-sheet capacity; copper, nickel-lined. The agitator is full-size and is made of aluminum. No stuffing box is used. The mechanism is fully enclosed and the bearings are self-lubricating. The motor is oversize, ¼ h.p. The machine is equipped with large, easy-rolling casters. The wringer is 12-in. with quick safety release. The new machine, the manufacturer explains, was designed particularly to give dealers an efficient machine at a price that will permit rapid turnover.

se Offered for Summer Sales



Range With Cabinet Base

Electrical Merchandising, July, 1927

"Crawford" ranges 14-61, 16-83 and 18-93 may now be fitted with a cabinet base, similar to the one illustrated. The base takes the place of the range legs, supports the range and uses the spa e for storing of cooking utensils. The base is divided into two compartments, one of which may be equipped with a heating unit, making a convenient place for warming dishes. By pulling a knob the door panel swings up and into the top of the oven, making the interior of the cabinet readily accessible.

The base may be used with either black japanned or gray enameled ranges, but is finished in gray enamel only, with sheet metal parts white enameled. The base is made in three sizes to fit the ranges mentioned.

Range 14-61, made with oven on the right only, is intended for homes with limited kitchen space. It measures 36 in wide by 21½ in. deep. It can be supplied with "Crawford" time control. It has one 8-in. 1500-watt and two 6-in. 1000-watt center-heat top units. Removable grid oven and broiler units, 1000 watts each. Total wattage 5500. The appliance receptacle adds another 1000 watts. The oven measures 14 in. x 17½ in. x 14 in. high. Walker & Pratt Manufacturing Company, Boston, Mass.

Christmas Tree Stand

Electrical Merchandising, July, 1927

Another item for Christmas-time sales is the new "Usalite" Christmas tree stand of the United States Electric Manufacturing Corporation, 222 West 14th Street, New York City. It is made of metal, decorated in natural colors. A deep container for water is provided to keep the tree green and fresh. The stand takes eight lamps and has extra outlets for other connections. It is 13½ in. in diameter and 6 in. high. Intended retail price, $6.50 without lamps.

Daylight Desk Lamp

Electrical Merchandising, July, 1927

The Lightolier Company, 569 Broadway, New York City, has designed a new desk lamp with "daylight" feature for use in department stores, for color matching, in jewelry stores for examining diamonds and in other places where accurate and daylight effect is required. The lamp takes a 100-watt bulb and is finished in bronze.

Agitator-Type Washer

Electrical Merchandising, July, 1927

The Eden Washer Corporation, 225 West 34th Street, New York City, is announcing a new washer of the agitator type. This new model, it is pointed out, is more compact and easier to handle than the older styles. The agitator is of satin-smooth aluminum. The tub is of solid copper, stainless nickel-plate inside and is self-draining. The wringer has balloon rolls and is adjustable to five positions. The intended list price is $155.

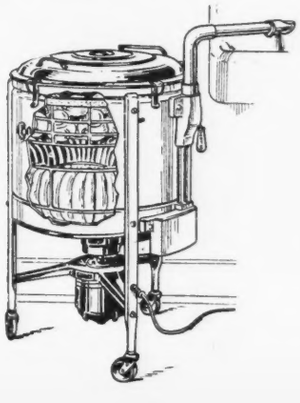
Dishwasher

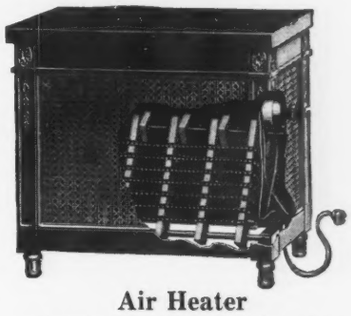
Electrical Merchandising, July, 1927

Improvements contained in the new Conover portable dishwasher, Model AA, are the new water intake and the ejector. Water feeds into the dishwasher from the hot water faucet or from a kettle or pan, as the user wishes. The intake is automatically controlled so that only the proper amount of water required—about 5 qt.—can be admitted, a valve automatically closing the intake when a sufficient amount of water has been taken. Surplus water fed into the intake runs off into the sink.

Besides the new intake, the dishwasher has a water-ejector that is made to work continuously while the machine is in operation. The ejector forces the used water up into the pipe at the side of the container, the water flowing out through the outlet pipe into the sink when a lever is turned. The outlet pipe and the inlet pipe are contained in a detachable swinging arm that may be lifted off when not in use.

The dishwasher requires no plumbing installation. The container, into which the dishes are placed, is finished in white enamel. Inside the container, at the bottom, is an impeller operated by an electric motor. The motor is outside the container, below the center of the tank. The impeller and water-ejector are mounted on the same shaft and are directly driven from the motor, without belts or gears. Manufacturer, the Conover Company, 140 South Dearborn Street, Chicago.





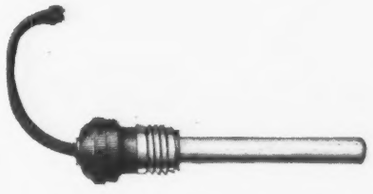
Air Heater

Electrical Merchandising, July, 1927

Designed upon the principle of convection—that warm air rises and cold air falls—is a new "Konvektair" heater brought out by Schleicher, Inc., Gary, Ind. Two models are offered, a wall heater and a cabinet heater. The wall heater measures approximately 25 in. x 8¼ in. x 3 in. and may be hung on the wall just above the baseboard. The cabinet heater, which is built in various period designs conforming to interior decorating plans, varies in size from 22 in. x 20 in. x 12 in. to 40 in. x 32 in. x 12 in.

One of the outstanding features of the new heater, it is pointed out, is its safety.

Cabinets are provided in a variety of portable sizes, finished in baked-on ivory or walnut enamels. The cabinets can be controlled to give any of three or five degrees of heat, depending on the size of the unit. Each heater is provided with a humidifier. The prices of the new heaters range from $22 to $23 for the wall "Konvektair" and from $75 to $125 for the cabinet models.



Hot Water Bottle Heater

Electrical Merchandising, July, 1927

By means of the Aqua Thermo hot water bottle heater, brought out by the Rogers Electric Laboratories Company, Cleveland, Ohio, any hot water bottle, it is declared, may be converted into an electric heating pad. The heater is designed not to generate heat but to maintain the heat of the water. To use, the bottle is filled with water of the desired temperature, the air is forced out, the connection plug inserted and the control switch turned on. The control switch maintains the bottle at the desired temperature, keeping the unit from generating more heat than required. The heating unit is hermetically sealed and is not endangered by handling. Intended retail price, $2.50.

Corn Popper

Electrical Merchandising, July, 1927

Made to operate from the ordinary lighting circuit is an electric corn popper, the "Kwikpop" brought out by the Cannon Oiler Company, Keithsburg, Ill. It is equipped with replaceable element, rated at 600 watts. In use it is not necessary to disconnect the popper until through popping. It is made of standard oversize 30-gage steel. One of the features of the popper is the ease with which the corn can be emptied into a dish after popping. The intended retail price is $2; extra elements, $1.

New Electrical Merchandise for Summer Sales

Percolator Set

Electrical Merchandising, July, 1927

As a "Housewarming Special" marking the opening of the new factory of Landers, Frary & Clark, New Britain, Conn., that company, during June and July is offering the new paneled $21.50 percolator set illustrated for $16.75 retail. The percolator, of pot type, has 7-cup capacity and, together with creamer, sugar bowl and tray, is finished in nickel. Sugar bowl and creamer are gold lined while the tray has satin finished center. Window display and newspaper advertisements are available in connection with the offer.

Combination "A" and "B" Power Unit

Electrical Merchandising, July, 1927

The newest product of the Willard Storage Battery Company, Cleveland, Ohio, is a combination of its "A" and "B" power supply, with an automatic control to change from charger to current supply and vice versa as the radio set switch is thrown on or off.

The unit is compactly assembled in a metal case finished in moss brown crystalline lacquer, measuring 14¾ in. long, 11⅛ in. wide and 9¾ in. high. The most noteworthy feature of the new unit is the inclusion of a "Super B" electrolytic rectifier that increases the plate potential to 180 volts at 40 milliamp.

Cigar Lighter and Trouble Lamp for Automobile Use

Electrical Merchandising, July, 1927

The Connecticut Automotive Specialties Company, Bridgeport, Conn., is making a line of cigar lighters for automobile installation. The lighter may be installed by means of a bracket clamped on the dash or by drilling a hole through the dash, eliminating the use of the bracket. "Cascolite" No. 700 has 12 ft. of cord. A very unique trouble lamp is supplied with this lighter, a 21 cp. bulb and a bracket for carrying the lamp under the instrument board. When a trouble lamp is needed the lamp is inserted into the cigar lighter heating element holder by merely unscrewing the ash guard and replacing the heating unit with the spot light. Its intended retail price is $6. Other styles of lighters are also available, ranging in price from $1 to $5.

Percolator and Double Boiler with Separable Base

Electrical Merchandising, July, 1927

One electric base serves the percolator and double boiler of the new cooking set of the Kewaskum Aluminum Company, Kewaskum, Wis. By means of this separable base, either the percolator or double boiler or the upper or lower saucepan of the double boiler may be used on the base. All of the utensils may also be used on coal or gas stove as well, making a complete interchangeable cooking set.

The percolator is of 2-qt. capacity, eight cups, while the upper boiler has a capacity of 1½ qt. and the lower boiler 2 qt. Both utensils are high polished aluminum, with ebonized wood handles. The element in the base is 350 watts. The intended retail price of the percolator is $6 and the double boiler $4.50. A combination of the two with one base may be had for $7.25.

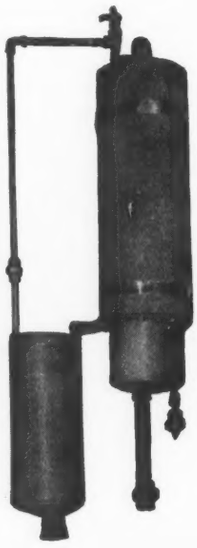
Automatic Electric Water Heater for Domestic Use

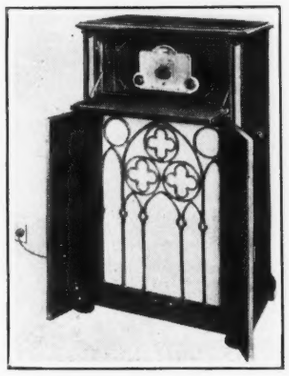
Electrical Merchandising, July, 1927

In the new automatic electric water heater of the Chicago Automatic Electric Boiler Company, Chicago, a principle which has been extensively used in other fields is employed, namely, the heating of water by the direct passage through it of a current of electricity. The new heater does away with thermostats, valves and moving parts and eliminates the conventional heating element by utilizing water as the resistance medium.

In construction, the heater consists of two simple tanks which are connected at the bottom so water can flow from one to the other. In one tank are suspended two electrodes which hang down almost to the bottom of the tank. When this tank is filled with water the alternating current on the electrodes flows across between them through the water. The natural resistance of the water causes the current to be converted into heat. As the temperature of the water rises, steam rises to the top of the tank where it displaces part of the water, forcing it out through the pipe at the bottom and into the second tank, the purpose of which is simply that of a surge tank.

The unit is available in a range of sizes adaptable to heating practically any size of domestic hot water tank. The heater is equipped with a temperature regulating valve which provides for water at any desired temperature from 110 deg. to 180 deg.





Electric Radio Set

Installed in the C-4 Caswell-Runyan cabinet, the Electrical 11 radio receiver of the Freed-Eisemann Radio Corporation, Junius Street and Liberty Avenue, Brooklyn, N. Y., makes a complete electric console set. The cabinet is of Spanish type, straight-line, with stump walnut finish. It contains an 84-in. phonic-type horn which is designed to deliver fine tonal reproduction and unusual volume on both extremely low and high notes. The overall dimensions of the cabinet are 44 in. high, 27 in. wide and 18 in. deep. The intended list price of the Electric 11 and C-4 combination, $295; cabinet only, equipped with loud speaker unit and horn, $100.

Oil Lamp Adapter

Electrical Merchandising, July, 1927

For converting oil lamps into electric lamps the Eagle Electric Manufacturing Company, 59 Hall Street, Brooklyn, N. Y., has designed its 434 oil lamp adapter. This adapter is made to screw into the old style oil lamp and may be had in three sizes. The large size measures 2 in.; medium size 1½ in.; and small size ¾ in. Standard finishes are brushed brass and gunmetal.

Water Softener for Home Use

Electrical Merchandising, July, 1927

Soft water can be supplied in the home or apartment through the use of a device known as the "Crane-Warlo Electro-Matic" softener, made by the Ward Love Pump Company, Rockford, Ill.

In this device, utilizing the base exchange principle, the zeolite is confined in a tank; the hard water filters through it and in the contact thus made the entering water gives up to the zeolite its hardness-forming minerals in exchange for sodium which is not scale-forming or soap-destroying and passes out of the tank soft.

The "Electro-Matic" is a combined softener and salt storage tank with a small, universal G-E-motor-operated mechanism. To keep the machine in operation it is merely necessary to keep the salt tank filled and the current turned on. The salt tank holds a sufficient amount of salt to regenerate the machine more than 20 times, running approximately three to four months in the average home without attention. The machine is made in one size and three models, the models running from a simple control type to a more complex and more nearly automatic type.

Latest Developments Gathered by the Editors

Adjustable Bedlight

Electrical Merchandising, July, 1927

To its line of hotel and hospital lighting specialties the F. W. Wakefield Brass Company, Vermilion, Ohio, has just added an adjustable bedlight for use with a tubular lamp. The light is intended for permanent installation. Templet is supplied for drilling the head rail. The unit is of very substantial construction being of heavy gage brass and steel tubing, finished in the company's special egg-shell bronze. The reflecting surfaces are of permanent aluminum lacquer. Other types of bed, dresser and ceiling lights, designed to meet the requirements of hotel service, are described in a recent bulletin issued by the company.

Table Stoves

Electrical Merchandising, July, 1927

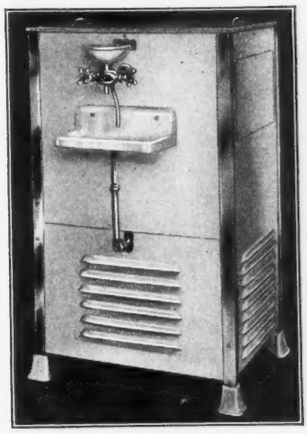
Two new stoves, No. 25 and 25B, are being introduced by the Superior Electric Products Company, 1300 South Thirteenth Street, St. Louis, Mo. The stoves are finished in black and nickel and, the manufacturer points out, are two exceptionally high quality items popularly priced at $1.75 and $2 respectively.

Washer With Perforated Agitator

Electrical Merchandising, July, 1927

In the new No. 75 "Boss" washer brought out by the Boss Washing Machine Company, Cincinnati, Ohio, the agitator has rounded blades of aluminum with hundreds of perforations, keeping the water in constant motion. The heavy copper tub, nickel finished inside, is mounted on an enclosed base, finished in satin gray. All working parts are fully enclosed and provided with a simple and positive lubrication system.

Another outstanding feature of the new washer is the "Safety Bar" wringer. The slightest pressure on the bar releases the tension instantly. Just a mere tilting of the hand from feeding position, it is explained, throws the wringer wide open. The rolls are oversize, balloon type of high grade rubber specially vulcanized for hard wringing service.



Water Coolers

Electrical Merchandising, July, 1927

Several types of water coolers are offered in the line of water cooling equipment made by the Frantz Refrigeration Company, 404 North Front Street, Reading, Pa. The coolers are built to contain from two to twenty and more cooling units, the number of units used depending upon the amount of cold water required and the size and type of compressors used.

The cooling units are made of gray iron, porcelained inside and out to make them sanitary and rust proof. Each unit holds approximately 2 qt. of water.

The model illustrated, 4-0, is made in 4, 6 and 8 cooling unit sizes. It provides a space of 19 in. x 24 in. x 23½ in. high for compressor to rest on floor under the cooler in a concealed model. It may be had in white porcelain, blue or mahogany finish.

Illuminated House Numbers

Electrical Merchandising, July, 1927

By the introduction of a line of new interchangeable and interlocking illuminated house numbers by the Novelty Lighting Corporation, Cleveland, Ohio, the use of illuminated house numbers will be greatly stimulated. With this new line, it is no longer necessary for the dealer to send to the factory for a fixture with the desired numerals on it.

With each unit of one dozen fixtures is included a block of 120 numerals and blanks. These are interchangeable and can be used in all the fixtures, thus avoiding delays and the expense of putting through an order for just one fixture.

A small stock of fixtures, the manufacturer points out, will enable a dealer to supply an illuminated house number for the majority of homes without the cost of wiring. There are fixtures to replace the present installation of the ball type. They are made to take the fitter without the cost of installation. An insert box has also been developed for new homes and can also be installed in homes already built.

Radio Power Units and 2½-Amp. Charger

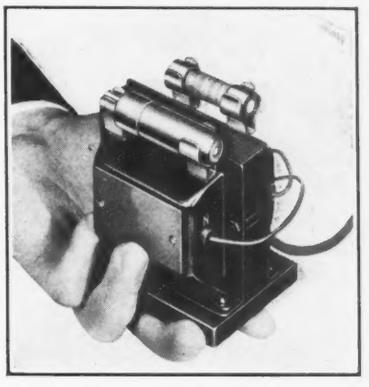
Electrical Merchandising, July, 1927

For the coming radio season the Briggs & Stratton Corporation, Milwaukee, Wis., is bringing out a line of "Basco" electric radio power units, including a combination "A" and "B" power, "A" unit, "B" unit and 2½-amp. charger.

The leader of the line is the combination "A" and "B" power, adapted to operation with any 6-volt radio set of from one to ten tubes. This unit, as well as the "A" power independent unit, employs a glass-jar "Exide" "A" battery, which is charged during idle radio periods by an automatically-controlled, integral-charging unit. Power is delivered to the set from the battery only—the power line being automatically shut off from the filament circuit during operation of the radio set, thus, it is pointed out, eliminating the possibility of line noises or rectifying hum.

The "B" unit has among its distinctive features a new hook-up that is intended to prevent "motor-boating" and to furnish storage capacity in the filter circuit. It uses wire-wound resistors instead of the usual composition type and choke coils of exceptionally-high reluctance. There are no moving parts and a standard rectifying bulb is used.

The charger (illustrated) is extremely small, no bigger than a fist, and employs a 2½-amp. charging rate. It uses but 40 watts and has no moving parts or tubes. The rectifier is of the cartridge type, held in a clip—a Raytheon product. It is also provided with a safety fuse and a two-winding transformer is used.



Refrigerator and Oil Burners

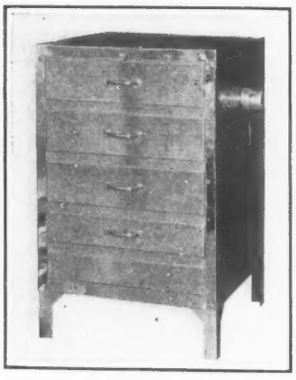
Electrical Merchandising, July, 1927

Announcement is made by the Williams Oil-O-Matic Heating Corporation, Bloomington, Ill., of a new "Williams" electric refrigerator. The unit is designed for refrigerators of from 5 cu.ft. to 20 cu.ft. capacity, and is offered with cabinets of latest design.

Another new product of the company is the new oil burner for small homes, modestly priced and intended for quick installation without bricking. It is made to burn 28 deg. (Baume scale) fuel oil or lighter oils. Oil consumption, it is pointed out, is as low as ½ gal. per hour during operation. The company explains that this small burner works on an entirely new and original chemical combustion principle discovered and applied by Walter W. Williams.

The "Oil-O-Matic" Improved Model G is also being introduced. This model is improved in appearance and refined in mechanical design. The main principles of operation used in the "Oil-O-Matic" since its invention eight years ago remain unchanged in the improved burner.

New Semi-Industrial Equipment to Sell to

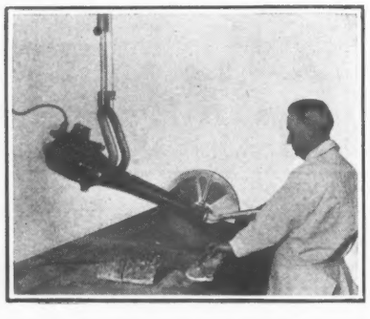


Cooked Food Preserving Cabinet

Electrical Merchandising, July, 1927

That it does for cooked foods what the refrigerator does for uncooked foods is claimed by the Waters Genter Company, 213 North Second Street, Minneapolis, Minn., for its "Thermotainer" cooked food preserving cabinet. All kinds of pastry and baked foods such as rolls, biscuits, cakes, etc., can be kept for hours in this cabinet in the same condition in which they came out of the oven, it is pointed out; even steaks, roasts and other meats can be transferred to the cabinet and kept over the average meal period and then served, retaining the freshly-cooked flavor and temperature.

The "Thermotainer" is built in standard four-drawer pastry goods cabinets in both stationary and conveyor types. It is also built in standard cafeteria sections for bread stuffs, meats and vegetables or in special stationary or portable sizes and designs to meet individual needs, including hospital conveyor service.



Hand Saw for Butchers

Electrical Merchandising, July, 1927

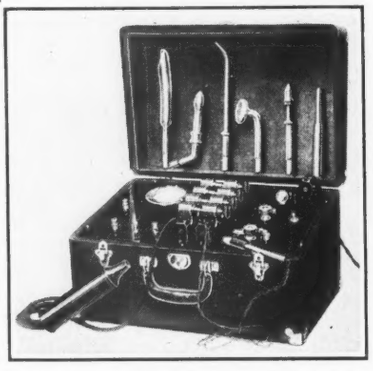
Even butcher shops can be all-electric since the introduction of the electric hand saw by the Monarch Electric Saw Company, 519 California Street, San Francisco, Cal.

The saw is suspended above the butcher block or table by ball-bearing rollers which travel on a shaft hung from the ceiling or wall or upon uprights from the floor. By varying the length of the shaft the saw can be used on any number of tables or blocks desired. The motor which runs the saw blade counterbalances the weight of the blade and guard so that when not in use the saw automatically swings upward and out of the way. An automatic contact switch turns on the power as the saw is pulled down in position for cutting; upon release of the handle, the saw swings upward and contact is automatically broken. The saw has a ½-hp. motor and operates from the lighting circuit.

Diathermy Outfit for Physicians and Hospitals

Electrical Merchandising, July, 1927

In therapeutical equipment, the Bleadon-Dun Company, 2300 Warren Avenue, Chicago, has brought out a portable Diathermy outfit for use by physicians, in hospitals, sanitariums and clinics. The "ZA" outfit has the facilities for perfect control of milliamperage output, the company explains. The control switch has five points which regulate the machine from 50 milliamp. to 300 milliamp. Four sets of spark gaps control the milliamperage to a very fine degree. The milliampere meter is of the rugged thermocouple type. A protective fuse prevents accidental burning out of the meter. A pilot light indicates when the machine is on. Three terminals supply high, medium and low voltages respectively. Type "ZA" with equipment is made for use on 110 volts, 60 cycles, a.c. and is listed at $210, f.o.b. Chicago. For use on direct current, a rotary converter listing at $60, is required. The outfit is contained in a case 18 in. long, 12 in. wide and 11 in. high.

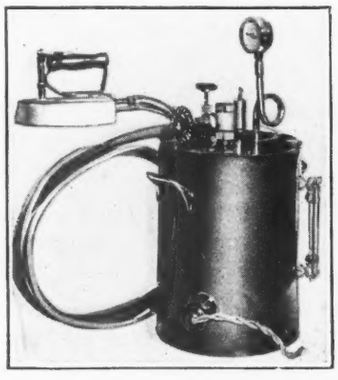


Device for Removing Wrinkles from Garments

Electrical Merchandising, July, 1927

Wrinkles can be taken out of garments even when they are being worn by means of a new device brought out by the Dry Steam Applier Company, San Francisco. The machine, known as a "Jiffy Smoother," consists of an electric steam boiler connected to a sad iron through flexible tubing.

Steam is generated in the boiler by means of a two-kilowatt immersion heater, and plays through small openings in the iron just inside the heavy canvas bottom. The dry steam functions to remove the wrinkles from suspended garments, raises the nap on pile fabrics and is claimed to rejuvenate the texture of garments. A number of other advantages to the tailoring trade are claimed, including the minimum of time required to use the machine and the fact that experienced operators are

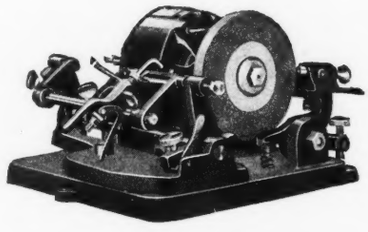


Small Hand Saw

Electrical Merchandising, July, 1927

Weighing but 10-lb., the small, electrically-driven hand saw of the Porter-Cable Machine Company, Syracuse, N. Y., can be easily operated by one hand, thus allowing the other hand to support the work. The wide supporting shoe carries the weight of the tool and prevents tipping. The front of the shoe is graduated into a ¼-in. scale. The edge allows the operator to follow line in cutting. The opposite edge, which is parallel to saw, allows the use of a miter gage. By loosening the front handle, the hinged supporting shoe can be easily set for any depth of cut up to 2 in. This feature, it is pointed out, makes the saw useful to electricians, plumbers, etc., as they can cut out sections of flooring without injuring sleepers.

The outstanding characteristic of the tool is that the saw is mounted direct on special motor armature which runs in two precision ball bearings, packed in grease, allowing the full power of the motor to be applied direct to the saw.



Tap Sharpener and Reamer Sharpener

Electrical Merchandising, July, 1927

Two new machines are being introduced by the Wells Manufacturing Company, Greenfield, Mass.—a tap sharpener and a reamer sharpener.

The tap sharpener grinds taps eccentrically, grinding the tap to the same shape as a well-designed lathe tool. The right to use the Wells patent on taps goes with each machine. The No. 1 machine is made to take taps up to ¾ in.

The reamer sharpener grinds the relief eccentrically and at the same time grinds the cut on a true curve, grinding all lands alike. The No. 1 reamer sharpener takes from ⅛-in. to 1-in. reamers.

Both machines are made for use on the lighting circuit and may therefore be located close to the work. The intended price of each machine is $85.

ell to Neighborhood Factories and Shops

Laboratory Motor

Electrical Merchandising, July, 1927

For use in industrial and educational laboratories the Bodine Electric Company, Ohio Street and Oakley Boulevard, Chicago, has designed a small universal motor to drive such mechanical devices as centrifuges, milk testers and other rotative apparatus, stirring rods, calorimeters, etc.

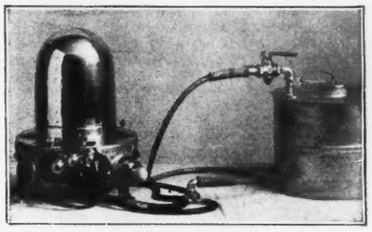
The motor is rated at 1-30 hp. and is supported on a cast iron base which also contains the rheostat for varying the motor speed. At the swivel joint of the motor is a simple thumb screw and hinge attached to the motor frame that permits the motor to be tipped at any angle in a vertical circle. In addition to this the swivel joint can be revolved in the base, permitting the motor to be turned at any angle in the horizontal plane. The swivel joint is removable from the base and can be inserted either in a vertical socket or a horizontal socket in the base.

Portable Trouble Shooter

Electrical Merchandising, July, 1927

With the new HB portable trouble shooter of the Hobart Brothers Company, Troy, Ohio, the entire electrical system of the automobile may be tested without removing from the car. The device weighs but 17 lb. and is easily handled.

The ammeter is calibrated 30-0-30 and 600-0-600 and may be used with or without the carbon pile rheostat for testing circuits and checking output. It is used for testing generators, starting motors, batteries, distributors, breakers, cutouts, field coils, ignition coils, fuses, lamps, horn, generator fields, brushes, etc. The voltmeter is calibrated 0-3 and 0-30 and is also marked .3-0-3 for cadmium tests. Both double and single contact lamp sockets are provided for lamp bulb tests. Full lead equipment is furnished—two heavy amperage leads and four small voltage leads. The tester has bakelite instrument board with cast aluminum case in crystal finish. Intended price, $58.50.



Hat Stretcher, Blocker and Steamer

Electrical Merchandising, July, 1927

In the new hat-renovating device brought out by the Bobbett Electric Manufacturing Company, 813 East 43rd Street, Chicago, the crown is divided into four quarters. Each quarter is equipped with an electric heating element, all four of which are operated by one switch. The stretcher is adjustable to all sizes from 19 in. to 27 in. for ladies' hats and in sizes from 6 to 9 for men's hats. The four quarters of the crown are 7½ in. high and are made of highly polished aluminum. A calibrated size plate is provided to indicate the hat size.

This new device is also equipped with a ruby glow signal lamp to serve as a reminder that current is on and the block is hot. It may also be used as a steamer in connection with a 2-gal. galvanized iron boiler, and is designed for operation from the standard 110-volt lighting circuit.

8-in. Portable Bench Wood Lathe

Electrical Merchandising, July, 1927

Among the portable wood-working machines on the market is the new 8-in. portable electric bench wood lathe brought out by Heston & Anderson, Fairfield, Iowa. The specifications of the machine are: Maximum swing, 8 in.; length of standard bed, 36 in.; motor, ¼-hp., 110-volt, 60-cycle, single-phase, a.c., with speed of 1800 r.p.m. Motors for d.c. and odd specifications can be furnished at special prices. The tail stock is of heavy design and fits on between the bed rails and lock by the hand wheel beneath the bed. The lathe is furnished with one 5-in. face plate, one spur center, one 4-in. tool rest and one 10-in. rest. Jacobs chucks to fit either the headstock or tailstock of the lathe may be had. Intended price, $50.

Change-House Heater

Electrical Merchandising, July, 1927

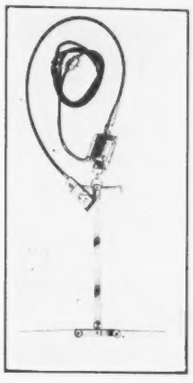
Recommended for use in warming the houses where oil men or miners change clothes, for drying out damp clothing and heating lunches is a new electric heater, type HA, brought out by the Westinghouse Electric & Manufacturing Company, Mansfield, Ohio. Offices and store rooms in mines or on construction jobs can be maintained at the proper temperature and watchmen's shanties can be made comfortable by one or more of the heaters. The heater may also be used in place of charcoal smudge pots or salamanders for drying plastering in new buildings.

The heater consists of an angle iron and sheet metal frame, two oven heaters being suspended under the shelf and protected by an expanded metal screen. A rack at the top is useful for holding clothing while drying, the shelf being used to warm lunches or for other purposes. An oil immersed switch is used for turning off and on. For ordinary applications where oil switches are not required, a WK-62 safety switch is used. The overall dimensions of the heater are 18 in. x 50 in. x 50 in. high. The power required is 10 kw. and a source of either 220 or 440 volts, single phase may be used. In special cases where warm water must be supplied, cast water coils are clamped on either side of the heaters.

Hair Clipper

Electrical Merchandising, July, 1927

An electrically driven hair clipper designed for use with a wont-bind trolley has been introduced by the Ponath-Banks Manufacturing Company of St. Louis, Mo. The trolley mechanism is so designed as to prevent binding or jumping from the cable. The cutter itself has only four moving parts, and is driven by a Westinghouse motor designed for the purpose, operating from the lighting circuit. Easy manipulation, quiet operation, and handsome appearance particularly recommended this clipper.



High Cycle Electric Tools

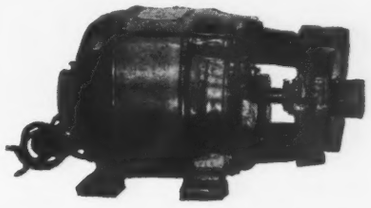
Electrical Merchandising, July, 1927

The Black & Decker Manufacturing Company, Towson, Md., is bringing out a line of new super power electric tools driven by three-phase, squirrel-cage motors operating on 180-cycle current. The motors, being of squirrel-cage design, have no commutator or brushes. Another unique feature of the tools is the rotor, which is made up of copper bars riveted in place in the laminations and welded. These tools are preferably used in plants where ten or more tools are used in production work and the supply of current is furnished either by the use of a frequency changer or by an alternator.

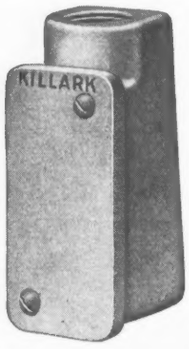
Centrifugal Circulating Pumps

Electrical Merchandising, July, 1927

Designed chiefly for brine circulation in electric refrigerating systems are the centrifugal circulating pumps brought out by the Palmer Electric Company, 1258 Park Place, Detroit, Mich. Attention is called by the manufacturer to the simplicity and compactness of these pumps and to the absence of couplings, bearings and bases, thus providing quiet operation and freedom from friction and wear. In ½-hp. size, the normal pressure is 2½ lb. and the normal delivery 2½ gal. per minute, with maximum pressure of 5 lb. and 5-gal. delivery. The intended list price is $45 in iron and $50 in brass. In the ¼-hp. size, the maximum pressure is 9 lb. and the maximum delivery 10 gal. The price of this pump is $50 in iron and $55 in brass.



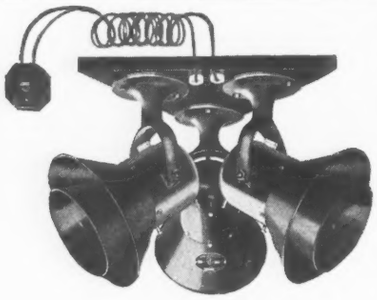
New Devices of Interest to Contractors



Entrance Fitting

Electrical Merchandising, July, 1927

The Killark Electric Manufacturing Company, St. Louis, Mo., has put on the market a new type of conduit fitting,—its SLB entrance fitting, which is used to make a right angle bend in service entrance conduit on the outside of a building. A rubber gasket has been placed between the fitting and the cover to make it weatherproof. The fitting is made of tough grey iron with galvanized finish or black japan. The cover is of cast metal and is held in place by two screws.



Three-Way Siren

Electrical Merchandising, July, 1927

Intended for use as a fire alarm in villages, schools, industrials, mines, factories and also as a general alarm and as a start-and-quit-work signal is a new "Triple-A" siren of the Federal Electric Company, 8700 South State Street, Chicago.

The new alarm consists of three sirens mounted on a triangular base, the three sirens being connected in parallel and operating from one push button switch. Each siren has a rating of approximately ½-hp., making a total of 1 hp. for the "Triple-A" siren.

The tone of each of the three sirens is different from the other two, giving a pleasing combination of three tones. With a siren mounted on each angle of the triangular base the "Triple-A" is designed to penetrate in every direction and to have a sound radius of from ⅜ to ½ mile under normal conditions.

Improved Socket

Electrical Merchandising, July, 1927

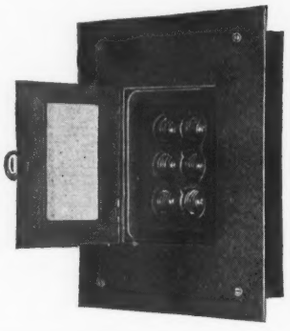
The Wheeler Reflector Company, Boston, Mass., is announcing its new "Durex" socket, which will now be used in all "Durex" assemblies for medium base lamps. The new socket embodies two new principles in socket construction: (1) The socket base is fastened to the canopy by screws fitting into bayonet holes. A twist of the wrist removes or replaces it in a moment. (2) The porcelain socket shell screws on and off the cap easily, exposing the contact screws for ready wiring.

This new socket, it is found, enables "Durex" fixtures to be wired and installed quickly and is the final step in "Durex" construction, the company explains, which also includes the patented Wheeler screw ring and the short canopy feature.

Fuse Panel

Electrical Merchandising, July, 1927

The Federal Steel Products Company, Newark, N. J., is marketing a new line of "Safuse" panels with two to twelve circuits inclusive, in flush or surface type and with or without arrangement for toggle switches. The standard finish is black but other colors, as desired, may be had. The panels are designed for polarized wiring and can be used on either two or three wire mains. Each circuit is properly numbered and a directory frame of the circuits is furnished. Full wiring instructions are enclosed with each panel. The box is described as roomy, with sizes of knockouts graded in proportion to the number of circuits.



Wall Bracket Box

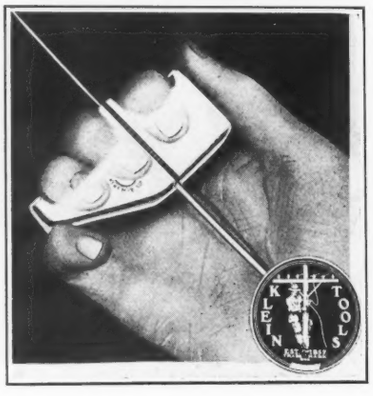
Electrical Merchandising, July, 1927

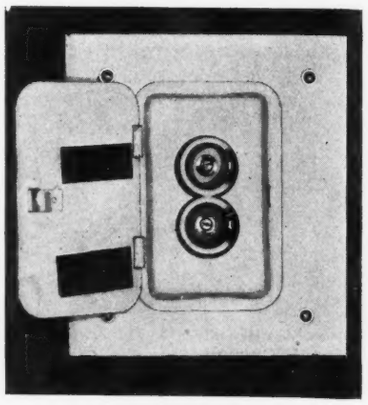
Designed especially for wall brackets is a new wall box for BX or loom, brought out by the Adell Manufacturing Company, Orange, Mass., distributed by the Manufacturers Distributing Company, 291 Broadway, New York City. Being shallow, rigid and adjustable, the bracket can be adjusted to the exact height desired. Even though the box is installed out of line, the adjustment is intended to take care of any misalignment. Knockouts in the corner easily accommodate the cable, whether perpendicular or horizontal. Screws being upright, they are easy to get at for tightening up BX or loom.

Fish Tape Puller

Electrical Merchandising, July, 1927

M. Klein & Sons, 3200 Belmont Avenue, Chicago, is marketing a new device of interest to contractors. It is known as the "Chicago" fish tape puller. To engage the puller on the fish tape the tape is placed sideways into the slot, giving the puller a slight forward motion while pushing the tape deeper into the slot, thus slipping the tape under the ratchet wheel. The device is made so that it will not injure the tape and it is small enough so that it can be carried in the pocket.





Residence Panelboard

Electrical Merchandising, July, 1927

Two new types of residence panelboards have been brought out by the Westinghouse Electric & Manufacturing Company, the residence and the junior residence types.

The residence panelboard is manufactured for stock up to 12 circuits with either two fuses in branch circuit or one fuse with solid neutral connection. The junior residence panel is stocked up to six circuits. This panel has for each branch circuit a single fuse and solid neutral connection. It is furnished in either white or black.

Porcelain Receptacle

Electrical Merchandising, July, 1927

A two-piece porcelain receptacle for ceiling fixtures, outlet boxes and sign work has been added to the line of wiring devices of the C. D. Wood Electric Company, Inc., 565 Broadway, New York City.

This new receptacle has the terminals recessed and entirely enclosed on the sides so that it may be sealed up and made weatherproof after the wires are fastened to the terminals. The recess is made deep enough to cover the heads of the screws, which are polarized.

Adjustable One-Hole Cable Strap

Electrical Merchandising, July, 1927

Another new "Austin" device is the adjustable one-hole sheathed cable strap. The nail sets permit adjustment for various sizes of cable. It is intended for use with 14W2, 12W2, 10W2, 14W3 and 12W3 and also armored cable. M. B. Austin Company, 108 South Desplaines Street, Chicago.

Recent Developments in the Electrical Field

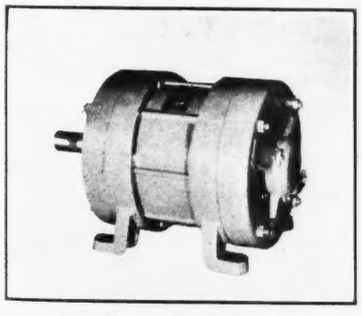
Utility Chair, Wired for Lamp and Appliances

Electrical Merchandising, July, 1927

Practically every comfort-giving feature is incorporated in the new "Usit" chair brought out by the Servette Holding Company, Inc., 540 Free Press Building, Detroit, Mich.

In the accompanying illustration, some of its features may be seen. A lamp, with bridge arm adjustable to many different positions, is attached to the back of the chair and a multiple plug connection is provided in a leg of the chair. To provide additional comfort, there is a detachable reading arm or lunch table and a convenient drop shelf in back of the chair as shown. This shelf, when closed, is out of sight. There is also an adjustable foot stool which can be slid under the chair when not in use.

For use with the radio, an extended shelf is available, which pulls out from beneath the seat of the chair. There are legs attached to the shelf so that when pulled out, it can also be used as a seat to accommodate two people or to hold a radio set or magazines. When used with the radio, a miniature loud speaker may be attached to the arm of the chair.



All-Steel, Ball-Bearing Induction Motor

Electrical Merchandising, July, 1927

A complete line of all steel, ball-bearing polyphase induction motors, ranging in size from 1 to 100 horsepower in all standard voltages and cycles, is announced by The Lincoln Electric Company of Cleveland, Ohio. This type of motor is representative of the new designs of equipment being brought out by The Lincoln Electric Company, in which gray iron and malleable castings have been replaced by hot rolled steel.

Owing to the greater strength of steel as compared with cast iron, less thickness of metal is required in the frame. It is claimed that the increased ventilation so obtained results in a considerable increase in the overload capacity of the motor, so that a continuous overload of from 10 to 50 per cent can be handled by the motors depending upon the size and speed.

Small Light Which Attaches to Spectacle Frame

Electrical Merchandising, July, 1927

To provide a convenient means of local illumination for doctors, dentists and for uses where a small light is needed, the Comprex Oscillator Corporation, 775 East 143rd Street, New York City, has developed its "Speclight." This light is made for operation from battery or, by means of a transformer, from the ordinary lighting circuit.

The "Speclight" transformer, plugged into any socket or outlet, reduces the ordinary 110-volt current to 1½ to 8 volts, sufficient for the smallest or largest diagnostic lamps. Voltage is regulated by rheostat control. A 5-ft. extension cord with adapter for the "Speclight" lamp may also be had.

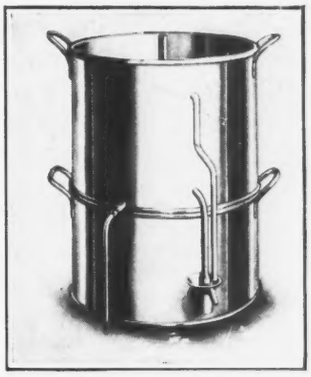
Electric Pipe Organ for the Home

Electrical Merchandising, July, 1927

Operating from the ordinary lighting circuit, and as simple to install as a piece of furniture, is a new electric pipe organ, a product of the J. P. Seeburg Piano Company, 1508 Dayton Street, Chicago. The organ is entirely self-contained and works automatically, even to the operation of the expression swells.

It can be played by hand or by hand-played organ music rolls, containing from two to six selections, depending upon the length of the number. Various types of scores are available, including classical and operatic selections and popular numbers of the day. The instrument is made to reroll and repeat without attention.

The case illustrated is as in Chippendale design in satin-finish walnut, hand-carved. This model is made to retail at $3,500. Other models may be had, retailing for $2,250 in oak and mahogany and $2,450 in walnut. These models contain a piano, and piano and organ may be played in combination either by roll or by hand, re-roll piano or organ separately.



Distilled Water Device for Household Use

Electrical Merchandising, July, 1927

Filling a need for a portable and inexpensive means of providing distilled water in small quantities (1 to 2 qt. per hour) in home or physician's office, is the electrically-heated home still made by the Barnstead Still and Sterilizer Company, Inc., Boston, Mass. This small still is also made for use on coal, oil or gas stoves.

Two styles of electric still may be had. The first model is a still without heating equipment, for use on range or hot-plate burner while the second type has built-in, removable G-E immersion-type electric heating element. Two sizes are available, with 1-qt. and 2-qt. per hour capacity. The smaller model may be operated from the ordinary lighting circuit while the larger model requires heavy-duty wiring. The intended retail price of the 1-qt. size is $20 in copper finish, $21 in nickel; 2-qt. size, $30 and $32.

Vacuum Tube Hearing Device for the Deaf

Electrical Merchandising, July, 1927

In a new instrument called the "Vactuphone," the Globe Technolian Corporation, Reading, Mass., has developed a small portable hearing aid for the deaf. The new device, the company declares, is the smallest vacuum tube type amplifying instrument ever developed. The battery consumption has been reduced, it is claimed, and the electrical efficiency raised to a point never before realized in a speech amplifier of only one tube. The circuit employed might be called an audio "tank circuit" because of the impedance, capitance and transformer arrangement of the circuit, the volume being so located in the circuit that it does not change the quality while changing the volume.

A feature of great importance in the new "Vactuphone," as explained by the company, is the quality control which is so incorporated in the circuit that when 100, 400 or 800 ohms are inserted in the circuit the characteristic of the vacuum tube will be changed, this change taking place by means of a voltage drop across this resistance, placing a greater or lesser negative bias through the input transformer to the grid of the tube. It has been found that this quality control will change the tone character of the instrument, making it possible to fit an instrument to any individual requirement without any change of transmitters.

Small A.C. Contactors

Electrical Merchandising, July, 1927

The General Electric Company, Schenectady, N. Y., is announcing a small alternating-current contactor for general application, self-contained on a molded base measuring 6½ inches by 4½ inches, and providing two main poles rated at 15 amperes and a normally open interlock. This device takes from three to six watts and will, therefore, operate from a 50-watt bell-ringing transformer.

Manufacturers' "DEALER HELPS"

Show Window, Counter, Mail Advertising and Specialty Aids Offered to Help the Dealer Get More Business

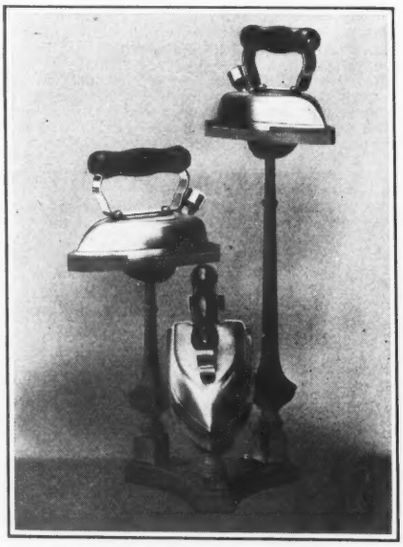
How the Washer Pays For Itself

In the demonstration manual issued by the Sunny Line Appliances, Inc., Detroit, Mich., on the new Sunny Line washer, the company gives some interesting figures on home washing costs. Actual figures show that the cost of operating old-fashioned laundry equipment, in one year, exceeds the operating expense of an electric washer by $141.65, it is pointed out. The old way involves an upkeep expense of $182 while with the electrical way the expense is only $40.35 or $141.65 less. And this is how operating costs are computed:

The old way:	
Laundress, per day	$3.00
Carfare	.10
Lunch	.40
	$3.50
Laundress per year	$176.80
Soap, per year	2.60
Gas or coal	2.60
	$182.00
The new way:	
Electricity per week	.05
Soap	.05
Gas	.05
	.15
Total per year	7.80
Interest on investment	9.30
Allowance for yearly depreciation of washer	23.25
	$40.35

Selling the Home Motor

The Hamilton Beach Manufacturing Company, Racine, Wis., has a new display card on its home motor. The card, which has easel back, measures 9 x 12 in. and is designed for use in the showcase, on the counter or in the window.



Electric Appliance Displayer

For attractive display of electric irons and other small appliances, Hugh Lyons & Company, 217 Jackson Boulevard, Chicago, has designed the unit illustrated. This displayer has interchangeable tops so that percolators and toasters may be shown on the same stand. The tops are adjustable to any angle and are also made to fit any sizes of irons. The base measures 10 in. and the height of stand is 24 in. over all. The intended price of the displayer illustrated is $11.75. Three 6-in. circular tops for percolators, $2.25. Three 5 in. x 9 in. flat tops for toasters, $2.25.

The Electro - Kold Corporation, Spokane, Wash., has a new folder which has been designed for special appeal to the apartment-house builder, manager and owner. The complete Electro-Kold multiple control line is given.

Where To Buy the Lamps Shown on Pages 88-89

Ludlow & Minor, Inc., 240 West 23rd Street, New York City, lamps with hand-blocked linen shades at upper right and left.

The Albert Wahle Company, Metropolitan and Morgan Avenues, Brooklyn, N. Y., floor lamp at lower left.

The Miller Company, Meriden, Conn., two-candle table lamp also lamp with three-handled oxidized silver base at top right page.

The Handel Company, Meriden, Conn., floor lantern torchere.

The Art Lamp Manufacturing Company (Almco Galleries) 1433 South Wabash Avenue, Chicago, table lamp with chiffon and parchment shade.

L. Plaut & Company, 432 East 23rd Street, New York City, Chinese red table lamp.

Artcraft Iron Works, 2 East 23rd Street, New York City, hammered steel table lamp at lower right.

The Bohn Refrigerator Company, St. Paul, Minn., has a pamphlet on the three types of refrigerator cabinets built specially for electrical refrigeration use.

The Eureka Vacuum Cleaner Company, Detroit, Mich., is publishing a monthly magazine, "The Service Man," which is written, composed and printed by the service and printing departments of the Eureka Company. Jim Brukner, manager of the service department, explains that the magazine is intended to carry out plans for making the service departments of the Eureka branches and other retail organizations earn a profit, instead of merely breaking even.

The Master Electric Company, Dayton, Ohio, has a bulletin No. 364 which describes certain refinements that have been made recently in the Master line of sleeve bearing motors. The bulletin is available upon request.

The Department of Agriculture has published a bulletin (Department Circular 403) on "The Domestic Oil Burner." The bulletin is comprehensive in scope, covering the subject of oil fuels and oil burners.

The Buffalo Forge Company, Buffalo, N. Y., has issued a new catalog describing the Buffalo Duplex and Turbo Conoidal fans.

"Distinctive Lighting Fixtures" is the title of the new No. 43 catalog of the Beardslee Chandelier Manufacturing Company, 216 South Jefferson Street, Chicago. Approximately one hundred chandeliers and brackets are illustrated. —Early English and American Colonial style, Spanish and Italian, together with graceful chandeliers and brackets which may be described as "modern American."

The Wagner Electric Corporation. St. Louis, Mo., has issued bulletins on its "76" and the new "66" motors.

The Autovent Fan & Blower Company, 730 West Monroe Street, Chicago, has a new large-size catalog, No. 10, featuring its complete line of "Uniblade" motor driven and pulley-driven type blowers. The book also contains a comprehensive and instructive discussion on "How to Figure Ventilation." Blower listings and performance tables are complete.

The Wayne Company, Fort Wayne, Ind., has issued a comprehensive manual on oil burners, designed to assist in sales, installation and service. Nearly thirty sections are required to cover the installation procedure alone and many illustrations are included.

News of the Electrical Trade

Electragists Plan Ambitious Program for August Convention

Members of the Association of Electragists, International, attending the twenty-seventh annual convention of that body August 8-12 at the Hotel Chase in St. Louis are assured of an extremely busy and enjoyable stay. The tentative program prepared by the association includes golf, swimming and other sports at the Riverview Club and a full week of bridge parties, district tours and theatre parties for the ladies.

A session of the executive committee will be held in the forenoon on Tuesday, August 8 and local and state Electragist and contractor-dealer representatives will convene at 2:30 p.m. The first general session of the convention will be held on the morning of August 10, Wednesday, with addresses by Clyde L. Chamblin, president of the association; H. T. Sands, president, N.E.L.A.; D. Hayes Murphy, vice-president, Supplies Division, N.E.L.A. and Albert L. Salt, president, Graybar Electric Company. Addresses will be delivered by E. N. Peak, president, Iowa Association of Electragists, C. J. Geisbush, secretary of the California association, John Kuhlemeyer, secretary from the Illinois Chapter and N. J. Biddle, manager of the Detroit division in the afternoon.

W. W. Freeman, president of the Society for Electrical Development, and Earl Whitehorne, chairman, Industry Conference on Wiring, and associate editor *Electrical Merchandising*, will address the Thursday morning session, as will H. H. Cartright of the Valley Electrical Supply Company, Fresno, Cal. The afternoon session will be dedicated to an open forum on:

The Quantity Survey Bureau and Central Estimating.

Registration and Licensing Legislation.

The Electragist Standards for Wiring Installations.

Standard Filing for Electrical Contractors.

The annual banquet will be held on Thursday evening.

Presentation of the past president's emblem and the award of the James H. McGraw Contractor-Dealer Medal will conclude the convention on Friday, August 12.

N.E.L.A. Women Organize Home Service and Manufacturers' Committees

At the Women's Committee session, held during the recent N.E.L.A. Convention, two new committees were reported on by their respective chairmen —Mildred Nichols of the Manufacturers' Committee and Ada Bessie Swann of the Home Service Committee.

The purpose of the Manufacturers' Committee, as outlined by the chairman, is to develop a source of accurate information on electrical housekeeping appliances, from which the members of the Women's Committee can obtain the co-operative help necessary for the carrying out of the committee's educational program on appliances. The Manufacturers Committee consists of the chairman and twelve other manufacturers' representatives, the twelve members representing the twelve geographical divisions. Each member is appointed as a member at large on the Women's Committee, of her respective division, and will be held responsible for the manufacturers' activities in that scetion. These divisional representatives will form a committee of their own consisting of one manufacturer's representatives from each state in their division. By this means each state member of each divisional group will have a list of the women in her state capable of giving accurate information and help on any specified appliance.

Members of the Manufacturers' Committee, as announced by the chairman. mittee, as announced by the chairman, Mildred Nichols, of the Graybar Electric Company, New York City are as follows:

Middle West division, Janet Wagner, Kohler Company, Omaha, Nebr.; Eastern division, Edison Lamp Works, Harrison, N. J.; Great Lakes, Frances Weedman, Edison Electric Appliance Company, Chicago; East Central, Alice L. McCarren, Westinghouse Electric & Manufacturing Company, Mansfield, Ohio; New England, Miss Hausman, Walker & Pratt Company, Boston; Southeastern, Mrs. Lillian McLaughlin, Westinghouse Electric & Manufacturing Company, Atlanta, Ga.; Northwestern, Martha O. Goldapp, General Electric Company, Portland, Ore.

As soon as the appointment of the divisional representatives of the Home Service Committee has been completed, a full report on this Committee will be issued by the chairman, Ada Bessie Swann of the Public Service Electric & Gas Company, Newark, N. J.

"It Won't Be Long"

"When electric power at a few cents an hour is within easy reach of all homes in 97 per cent of the communities why are 65 American home makers out of every 100 still sweeping floors with the back-breaking, dust-raising, germ-cultivating broom? Why are 78 women out of every 100 rubbing the family wash on the old washing board and straining at the old-fashioned wringer when the mechanical machine will do the work better and release the home maker to the care and companionship of her children?" (*Mrs. John D. Sherman, president, General Federation of Women's Clubs, before 10,000 delegates to the N.E.L.A. convention*)

Charles A. Coffin Award Goes to Edison of Boston

The Edison Electric Illuminating Company of Boston, Mass., in competition with leading public utility companies, has been awarded the Charles A. Coffin Foundation gold medal for 1926 as the central station which, in the estimation of the awards committee, attained outstanding betterment of customer relations and general engineering facilities in that period.

During the year, the company sponsored a co-operative advertising campaign in which it urged its residential customers to patronize local dealers selling electrical devices, and encouraged these dealers to make purchases from it on a liberal profit basis. The company also presented illustrated appliance-selling lectures to the public, discontinued the need of customer signatures on orders for electrical service, permitted the acceptance of telephone orders and did much to eliminate interference caused by its broadcast station in the local territory by adjusting receiving sets of complainants.

With the medal, a check for $1,000 was tendered to the company's employees' benefit association. Four other companies which were honorably mentioned were the Milwaukee Electric Railway and Light Company, Pennsylvania Ohio Power and Light Company, Puget Sound Power and Light Company and the Union Gas and Electric Company. Charles A. Coffin of the General Electric Company founded the award in 1922.

Sixty-Two per Cent of Power Company Advertising in Newspapers

Chairman W. H. Hodge of the National Electric Light Association presented figures at the associations recent convention in Atlantic City which indicate that 62 per cent of the amount of money expended by power and electric light companies in the country is expended with newspapers. The survey completed by the committee embraces the advertising practice of 210 companies. The total amount spent for advertising in 1926 by these companies is estimated at $10,000,000.

The committee reported that it found companies with large advertising budgets to have "usually both low rate schedules and satisfactory earnings." In 1921 $1,150,000 was spent for advertising purposes by these companies and in 1924 the total was $3,600,000.

Industrial Lighting Committee, N.E.L.A. Awards Prizes

The N.E.L.A. Committee on Industrial Lighting, chairman, J. F. Becker, awarded first prize of $500 for industrial lighting activity for the year 1926 to the Edison Electric Illuminating Company of Boston, second prize, $300 to the Electric Association of Chicago and the third, $200 to the Cincinnati Electric Club.

Central Station Service to Farms up 86 per Cent in Three Years

Central stations now serve 227,442 American farms in 27 states with electricity, according to a report of the Rural Electric Service Committee of the N.E.L.A., headed by G. C. Neff, chairman. This figure represents an increase of 86.6 per cent over the number of farm homes in these states equipped with central station electric service in 1923 when but 121,854 were so equipped.

The total number of farm homes in the country with central station electric service in 1923 was in the neighborhood of 165,000. If the extension of power lines and the wiring of farm homes continues at the same rate as has been recorded since 1923, there will be 1,000,000 wired farm homes in the country by the end of 1932.

The report of the committee further states that newly wired farms are infinitely better equipped with appliances than those in earlier years; that electrical experiments have opened up a tremendous sales field by developing more than 100 new electrical devices for farm use in this period. In the estimation of the committee the development of the farm market depends largely upon having rates especially adapted to the field. Fifty-seven utilities have established rural service departments this year and 43 others have trained service representatives for these territories.

Industry Sold 312,500,000 Lamps in 1926

Electrical dealers sold 294,000,000 large Mazda and tungsten filament lamps and 18,500,000 carbon lamps during the past year, according to the report of Frank W. Smith, chairman of the N.E.L.A. Lamp Committee. The increase in Mazda and tungsten filament lamps over 1925 is 11.8 per cent and the increase in carbon type sales is 13.8 per cent. Sales of lamps totaled 312,500,000.

About 47,030,000 Christmas tree illumination lamps were disposed of during 1926, 32,700,000 flashlight bulbs were sold and automobile miniature lamps achieved a new high total with 116,300,000 sold. The committee, headed by Frank W. Smith of the United Electric Light and Power Company of New York emphasized the fact that for the same energy consumption tungsten filament lamps furnish from two and one-half to four times the light as the carbon type.

New York State Commercial Men at Elmira

The Empire State Gas and Electric Association Meeting at Elmira, New York, June 21 and 22, presented reports on two important investigations which the Merchandise Committee of this Association has carried through in the past six months.

Under the chairmanship of H. C. Wilder of Rome, New York, the committee has made a number of tests on off-peak electric water heaters designed and developed under the committee supervision.

The report stated that a 1-kw. electric unit in a sixty-gallon jacketed tank on twelve hours at night gave ample hot water supply for a family of five people. The report also pointed out that rates from one to two cents a kilowatt hour would be necessary. An abstract of this report will be published in a later issue of *Electrical Merchandising*.

The compensation of salesmen and the allocation of commercial expenses was another important topic on which the committee had made studies and brought in a report.

The Elmira meeting drew a large attendance and the sessions were of great interest and notable for the practical character of the discussion.

Fixture Association Meets at Atlantic City

The Artistic Lighting Equipment Association held its midsummer meeting at Atlantic City, June 22 to 24. The meeting was attended by an unusually large number of lighting fixture manufacturers, glass men and dealers.

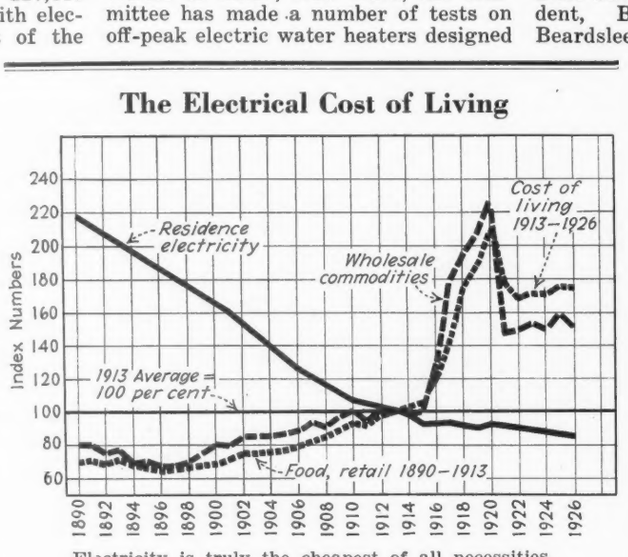
Managing Director G. P. Rogers' report was a record of constructive achievement during this, the first year of this association. The divisions set up for arbitration, collection and publicity, all reported excellent results.

A definite drive for new members under the chairmanship of M. D. Blitzer and Herman Plaut is expected to still further increase the number of members. The association has shown a very considerable growth in the past year.

Credit Men Elect Officers

The Electrical Credit Association, Central Division, at its 29th annual convention at the Hotel Cleveland, Cleveland, Ohio, June 16 and 17, elected Charles R. Oliver of the Wetmore-Savage Company, Boston, president, Benjamin P. George of the Beardslee Chandelier Manufacturing Company, Chicago, is the new vice-president; Frederic P. Vose, secretary-treasurer, and Walter S. Vose, assistant secretary-treasurer.

The Electrical Cost of Living



Electricity is truly the cheapest of all necessities. The low and constantly decreasing cost of this remarkable service is shown in the accompanying chart, with the relative cost of food staples since 1890 as a contrast.

H. T. Sands New President of the N.E.L.A.

H. T. Sands, formerly vice-president of the National Electric Light Association and affiliated with the Electric Bond and Share Company, with offices in New York City, has been elected president of the association succeeding retiring president Robert T. Pack. Mr. Pack is vice-president and general manager of the Northern States Power Company.

Howard A. Lewis, vice-president of the Electric Refrigeration Corporation, has just returned from a six months' study of the electrical refrigerator market in Europe. His findings in England indicate surprising increases in sales since the passage of legislation prohibiting the use of certain food preservatives. Sales at present are about 80 per cent commercial units. In Germany, a housing shortage and the construction under way in an effort to remedy this condition has materially stimulated sales, as refrigerators are being installed in many new buildings. Holland, according to Mr. Lewis, presents an excellent sales field because of the business received in this country from its East Indian possessions.

W. H. Wells, formerly first division manager for the Eureka Vacuum Cleaner Company, has been appointed Eastern sales manager, with headquarters at 25 West 43rd Street, New York City. He has been connected with the company since 1922, starting as sales manager of the Newark, N. J., branch, where his managerial ability rapidly placed this branch in the limelight, and now controls sales activities in Boston, Hartford, New York, Brooklyn, Newark, Philadelphia, Buffalo, Pittsburgh, Cleveland, Columbus, and Atlanta, as well as in Washington, Providence, Brockton, Winston-Salem, and Richmond.

GENERAL GUY E. TRIPP Dies in New York

Chairman of Westinghouse Board Associated with electrical industry since 1890 —Achieved great prominence in electrical and industrial circles

BRIGADIER General Guy E. Tripp, chairman of the board of directors, Westinghouse Electric & Manufacturing Company, died on Tuesday evening, June 14, in the New York Hospital, New York City, as a result of complications following an operation.

Born in Wells, Maine, and educated at the South Berwick Academy in that state, General Tripp entered the employ of the Eastern Railway Company at the age of eighteen and became associated with the electrical industry when he joined the Thompson-Houston Electric Company, then under contract for the electrification of the West End Railway of Boston. He shortly advanced to the position of traveling auditor for this company, in which capacity he contacted with many public utilities.

In 1897, he became associated with Stone & Webster, construction engineers and operators of public utilities, occupying successively important positions until he was elected vice-president of the Stone & Webster Management Association and also of the Stone & Webster Engineering Corporation.

In 1910, when Stone & Webster were called into consultation on the affairs of the Metropolitan Street Railway Company of New York, which had passed into receivership, Mr. Tripp was appointed their special representative and in this capacity met the requirements of the situation so acceptably that he was selected as chairman of the Joint Committee on Reorganization.

After he completed his work as chairman of the Joint Committee on Reorganization, he was selected for the position of chairman of the Board of Directors of the Westinghouse Electric & Manufacturing Company, assuming his duties in the latter position on February 10, 1912, in which capacity he continued up to his death. He brought to this company the sound financial judgment that was its greatest need, and under his guidance it took its place among the world's foremost industrial organizations.

Outstanding War Record

Shortly after the United States entered the World War, the problem which confronted the War Department was how to secure upwards of $16,000,000,000 worth of war material in the most rapid and efficient manner. Because of his intimate knowledge of manufacturing and his broad executive experience, Mr. Tripp was selected as Chief of the Production Division of the Ordnance Department, U.S.A.

Mr. Tripp entered the service in January, 1918, as a Major in the Ordnance Department, and within ten months was made a Brigadier General and Assistant to the Chief of Ordnance of the United States Army. Upon leaving the service immediately after the Armistice, he was awarded the Distinguished Service Medal by the President of the United States for "particularly meritorious service."

Recognizing the importance of the rapid production of war material as a factor in our national defense, Mr. Tripp continued his co-operation with the War Department in its plans for Industrial Preparedness. He was a member of the Advisory Board of the New York Ordnance District and had been unremitting in his efforts in the work of organizing industry on an adequate defense basis. For several years he held the office of president of the New York Post—Army Ordnance Association.

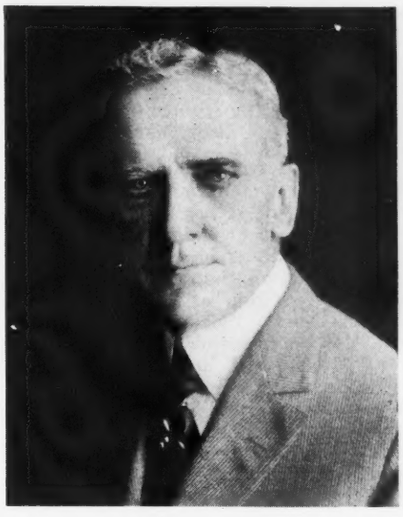
Meanwhile the Westinghouse Company had materially extended its international business; and, in order to familiarize himself with world-wide conditions, in 1923-24, Mr. Tripp circum-navigated the globe, spending several weeks in Japan, where he effected co-operative arrangements with the Mitsubishi interests, and was decorated by the Emperor with the Second Class Order of the Sacred Treasure, which is the highest honor that can be conferred by that nation on a private citizen.

In the past few years, Mr. Tripp has manifested an especially keen interest in the future of electrical development in America. His war-time experience convinced him that power was an essential factor in our prosperity and he made an exhaustive study of the American power situation in order to determine the best and most efficient methods of power generation, transmission and distribution.

General Tripp's death came as a distinct shock to his associates in the electrical industry. Though he had been in poor health for about four months his recovery seemed certain and he had every intention of attending the recent N.E.L.A. convention at Atlantic City when a second, and minor operation was found necessary, which resulted in his decease.

He was a director in the following companies:

American International Corporation,
American Sugar Refining Company,
American Surety Company,
Brazilian Securities Corporation,
Bryant Electric Company,
Canadian Westinghouse Company, Ltd.,
Chase National Bank,
Compania Westinghouse Electric International,
Cutter Company (George),
Electric Railway Equipment Securities Corp.,
International Radio Telegraph Company,
Krantz Manufacturing Company,
Martin-Parry Corporation,
New England Westinghouse Company,
Nuttall Company (R. D.),
Perkins Electric Switch Manufacturing Company,
Pittsburgh Meter Company,
Radio Corporation of America,
Westinghouse Acceptance Corporation,
Westinghouse Commercial Investment Company,
Westinghouse Electric & Manufacturing Company
Westinghouse Electric International Company,
Westinghouse Electric Products Company,
Westinghouse Gear & Dynamometer Company,
Westinghouse Lamp Company.



GUY E. TRIPP

General Tripp's death is a very great personal loss to the electrical industry.
SAMUEL INSULL.

General Tripp was a man of splendid ability and character. The Westinghouse Company and the electrical industry have lost in him a great and wise leader.
M. S. SLOAN,
Brooklyn Edison Company.

General Tripp has been one of our elder statesmen. His leadership and guidance have made a contribution to electrical progress that will long be remembered.
JAS. H. MCGRAW,
McGraw-Hill Publishing Company.

General Tripp's death is a great loss to the whole electric industry.
THOMAS N. MCCARTER,
Public Service Corporation of N. J.

The Westinghouse Company has lost a great executive. The whole electrical industry has lost a man whose ability and absolute fairness was a great constructive factor in its development and those of us who knew him will have lost a charming, delightful and valued friend.
MARTIN J. INSULL,
Middle West Utilities Company.

The electrical industry has lost a great leader in the passing of General Tripp.
C. L. EDGAR,
Edison Electric Illuminating Co., Boston.

I am very much grieved to learn of General Tripp's death. He was a good man and citizen.
HON. JUDGE GARY,
U. S. Steel Corporation.

The Artcraft Iron Works, Inc., 2 East Twenty-third Street, New York City, manufacturer of portable lamps, has opened a new factory in Long Island City, N. Y., which contains more than 10,000 sq.ft. of manufacturing space and the most modern of lamp-making equipment.

The Kent Company, Inc., Rome, N. Y. manufacturer of electrical floor machines, has appointed William L. Schoonmaker sales manager, filling the vacancy caused by the death of Harry F. Turney. Mr. Schoonmaker was formerly in charge of motor driven household appliance sales for export with the International General Electric Company.

The Gertler Electric Company, Inc., 220 West 83rd Street, New York City, has just opened a wholesale lighting fixture department which will be conducted in addition to the company's present line of electrical supplies. The company was organized in 1915 and maintains a branch in Yonkers.

The Mohawk Hudson Corporation, operating a group of central station properties in New York State, has formed a merchandise council which will concern itself with studies of methods which tend to stimulate appliance load on its lines. The council consists of M. E. Skinner, L. A. Jones, J. L. Haley of the Municipal Gas Company; R. Timmerman, Adirondack Power & Light Corporation, W. J. Reagan, Utica Gas and Electric Company and W. C. Pearce, Syracuse Lighting Company.

The Sta-Warm Electric Heater Corporation, formerly located in Minneapolis, Minn., has moved its plant and general offices to a newly purchased building at 553 North Chestnut Street, Ravenna, Ohio. The company's new building is located on the Erie, Baltimore & Ohio and Pennsylvania railroads.

The Frank Adam Electric Company, St. Louis, Mo., is now represented in the east by the Square D Company of Canada, Ltd., Walkerville, Ont., and this Canadian company will assemble "FA" products in its plant. Branch offices are located at Montreal and Toronto. Melvin J. Kiefer is now district manager for the Frank Adam Company in metropolitan New York with offices at 182 North 11th Street, Brooklyn, and Bert F. Fuller is in charge of the company's Stewart Works in San Francisco, Cal.

The Westinghouse Electric & Manufacturing Company has placed Benjamin Soby, formerly with the Westinghouse Electric International Company, at the head of its advertising division, as manager with offices at the Pittsburg District office. Mr. Soby has been associated with advertising groups for the past 15 years and with Westinghouse since 1918.

The Union Electric Company is now located in its new building at 420 Duquesne Way, Pittsburgh, Pa. Frank D. Fagan, formerly associated with the General Electric Company, has been appointed vice-president and will direct the company's sales organization.

The Peninsular Stove Company, manufacturer of electric ranges, has broken ground in the construction of new factory which will have approximately one-half million square feet of floor space at Fort Street and Trumbull Avenue, Detroit, Mich. The new plant will be adjacent to the Pere Marquette railroad.

The Inland Glass Manufacturing Company of Chicago, manufacturer of illuminating glassware, has appointed Weir, Smith & Company, located at 58 Warren Street, New York City, as its eastern representative. Weir, Smith also represents R. Williamson & Company and the Quadrangle Manufacturing Company.

The Decorative Lamp and Shade Company, formerly located at 305 North 8th Street, Philadelphia, has taken a long term lease on the second floor of the Bilgram Building, 217 to 1235 Spring Garden Street. The company will occupy its new plant as soon as suitable alterations can be made.

The P. A. Geier Company of Cleveland, Ohio, manufacturer of Royal vacuum cleaners, has elected Frank J. Gottron president and general manager. Mr. Gottron has been connected with Geier for more than fifteen years and held the position of general manager of the electric division. He is responsible for the tremendous development of the company's appliance business. Thomas Coughlin is executive vice-president, Walter B. Fulghum, vice-president in charge of sales and A. H. Zirke, assistant treasurer. P. A. Geier becomes chairman of the board and retains the treasurership.

Robert T. Kent has been appointed general manager of the Bridgeport Brass Company. Mr. Kent is a Stevens Institute of Technology graduate and has been associated with mechanical engineering enterprises since 1902. He was at one time editor of *Industrial Engineering* and has a national reputation as an industrial and technical expert.

F. F. Hickey has been named general manager of the Savage Arms Corporation, owner and operator of J. Stevens Arms. Mr. Hickey, who has been with the company for a number of years, will maintain headquarters in Utica, N. Y.

A. E. Bottonfield has joined the forces of the Norge Corporation, manufacturers of electrical refrigerators, as general sales manager. Mr. Bottenfield has been associated with the industry for nine years and recently distributed refrigerators in the Pittsburgh territory for one of the older companies.

Paul Biersach has been appointed a representative of the Friedley-Voshardt Company, Chicago manufacturer of fixture and chandelier parts, for the state of Wisconsin.

Fred G. Laube of the Laube Electric Corporation, Rochester, N. Y., is spending six weeks abroad with the Rotary Club in England, France, Belgium, Germany and Czecho Slovakia. Mrs. Laube accompanied him on the S.S. Carmania.

"And They Call This Service"

(*Continued from page 85*)

placing parts must be paid by the customer, or state explicitly that the dealer is a "good old horse" who will "carry the freight" on this item. At any rate, rewrite this guarantee so that it is not misleading on the labor question, either to the customer or to the dealer. The jokes of the guarantee side of the electrical appliance business would fill a volume. We even have some guaranteed for "life." Too bad that Chauncey Depew could not have purchased some of these articles in his boyhood.

Point No. 1—Give prompt service on repairs, or, if not possible, send a letter or card telling *why* the service will be slow and *when* the repair will be done. This will at least give the dealer some refuge when the customer asks the very pertinent question: "Why the delay?"

Point No. 2—Base repair charges on the actual value of the service *to the customer*, remembering that the dealer should not be compelled to defend himself from assault when he mentions the repair charge.

Point No. 3—Give your service department the proportionate means and business methods to handle packing details that you do to your productive departments. It might be well to have the sales department in direct charge of the service department.

Point No. 4—Give the service department a stenographer or some easily filled-in forms to send prompt replies to dealers' communications.

Point No. 5—Send all repairs C.O.D. to dealers and customers. Then the dealer knows the cost and can collect immediately when the customer calls. (Author's note: Some factories even insist on all repair charges being prepaid before shipment from the factory and refuse to send any repairs C.O.D.

In general, I offer this one suggestion. Let every manufacturer who feels a sincere service responsibility for his merchandise get behind a dealer's counter for one week and get the dealer's viewpoint. He will soon discover many ways to help the dealer instead of unknowingly setting obstacles in his path. In the long run, the service department should be the best salesman for manufacturer, jobber, and dealer.

"We Have Only Reached First Base"

(Continued from Page 75)

The point is simply this—in selling the electrical idea to the American public for about half a century we have been relying too much upon the individual initiative of manufacturers and the individual initiative of single companies.

The question that has been raised among our membership is whether we can hope to make the progress that we ought to make in selling the electrical idea through our present method of relying solely on the sales and advertising activities of individual manufacturers, and lighting companies. We have been telling the members of the Commercial Section to get busy and they have been busy. We have had occasional national campaigns, and countless local campaigns. But if we are going to put over the electrical idea and get it sold to the vast number of people to whom it has not yet been sold, we must adopt the same method that other industries have adopted in putting over their ideas nationally on an intensive scale.

Mr. Davidson, after reviewing the successful experience of other organizations in cooperative national advertising, commented on the recently launched campaign of the Copper and Brass Research Association to sell more wiring in the home.

We are living in an advertising age, continued Mr. Davidson. It is a recognized fundamental in salesmanship. The concurrent advertising program which has been carried on now for two administrations produced such excellent results that I have become convinced that our industry as a whole should undertake a nation-wide advertising program—similar in nature to that which has been carried on successfully by at least thirty other associations.

I realize the unpopularity of additional assessments, but I believe that if each of our member companies would add ten per cent to the appropriation which they are now spending, to make up this necessary advertising fund, we could start in at the beginning of 1928 with a campaign which would accomplish more in two years than has been accomplished in the last five years through individual and uncorrelated action.

With such a national advertising campaign behind it, the Commercial Section may be confident that its operations will produce a profit many times in excess of the expenditure.

"We Must Justify Our Title of Leadership"

(Continued from Page 77)

which seems to make the "outcome" satisfactorily secure.

President M. A. Traylor of the American Bankers' Association, states that installment buying has become part of the country's economic life, and that bankers should control credit grants to companies financing this type of business so as to prevent it from becoming a menace.

An analysis compiled by C. E. Hanch, general manager of the National Association of Finance Companies, showed that repossession losses on sixteen to eighteen months' paper were 157 per cent greater than on twelve months' paper, and that repossession losses on more than eighteen months' paper were 441 per cent greater than on twelve months' paper.

Of course we must have time payments. We are dealing with homemakers, 85 per cent of whom have a maximum pay envelope of $50 weekly.

Sound financial advice suggests an initial cash payment sufficient to make the buyer feel he owns a considerable share in it, and subsequent payments adjusted with reference to depreciation of the article, so that the buyer will not feel that latter payments are greater than the value of the article at the time.

A cash payment of 10 per cent of the selling price, a limit of twelve to fifteen months for financing on articles beyond the stage of market development and a "carrying charge" commensurate with the cost of rendering the service, is suggested as sound practice for our power company merchandising.

Even if other branches of the industry, or independent dealers are offenders, can the power company afford to adopt any continued policy in the merchandising of appliances that are neither economically sound nor ethical, and are destructive of competition?

Let's do our job of merchandising and load building and let's do it right. We are headed for another big year—as big as vigorous merchandising effort will make it. There will be serious handicaps to overcome. We must do our business on a profitable basis, which means that the merchandising executive has a difficult task in balancing his activities between items in the appliance list, primarily load builders, and those which yield substantial merchandising profit.

It is pertinent to our subject to refer here to the Hurley Award.

E. N. Hurley has made a valuable contribution to the industry. His liberal donation for prizes for the best merchandising accomplishment by any central station, has created an interest in programs and policies, as well as in results. As chairman of the judges of that contest, I have the privilege of bringing out that in our opinion "accomplishment" is made up of two main factors—First, a merchandising plan with the sub-factors of organization, re-sale, compensation of salesmen, terms, advertising, display and service; and secondly—results through that plan as indicated by volume, profit, kilowatt-hour sales per customer and good will.

We made careful valuations on this basis, and we say in a spirit of helpfulness to the industry, and with no purpose of detracting from the well-earned glory of the winners, that to no contestant could we give a 100 per cent rating.

In conclusion it will be recognized that the public interest must concern the independent merchant as well as the merchandiser of the power company. It is the motivating thought behind every business undertaking. So we find the independent dealer and the power company merchant are thinking alike, but there are divergent viewpoints on the details of servicing in the public interest. Fundamentally, we are not far apart, and greater appreciation of one another's problems will bring us closer together.

Leaders in both the central station industry and independent trades recognize the value of leadership by the power company in merchandising. If constructive in operation. That question is settled.

Can any power company afford to have its merchandising methods criticized as destructive, if that criticism is fair and intelligent? We must justify our title of "leadership."

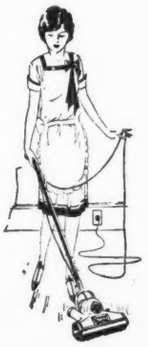
2 new *accessories and sales points!*

The Dryer-Heater retails at $8.00.

LONG ago the Premier Duplex proved itself in competitive tests to be the quickest and most thorough cleaner made. And now in adding these two new accessories, it goes a step further and proves itself to be the most all-around useful cleaner as well.

Wherever the new Floor Polisher and Dryer-Heater Accessories have been shown, they have been eagerly bought. Today every woman is anxious to have gleaming, bright floors in her home and with the Floor Polisher she can have them with but a few minutes' easy work. And with the new Dryer-Heater she can dry out damp clothes quickly, heat a room, and dry her hair after a shampoo. Here are two new accessories that women are sure to value. And you will value them, too. For not only will they help you sell more Premier Duplex cleaners—sell them more quickly and easily—but also they will bring back your old Premier Duplex customers for additional buying.

The Floor Polisher retails at $10.00.



We would like to tell you more about these 2 new accessories. And if you are not already a Premier Duplex dealer, now is the time to find out about the franchise and get ready for the big Fall selling season.

CONVENTION COMMENT

The 50th Convention of the **N.E.L.A.** made it possible for us to greet old friends as well as to make many new friends. For this, we are deeply grateful.

In addition, we are grateful for the magnitude and the multitude of the exhibits and for the intense interest manifested in them by the delegates.

Truly, it was indeed both a privilege and a pleasure to have participated in such an epoch-making Convention.

Premier Duplex

ELECTRIC VACUUM CLEANER CO., INC.
Cleveland Ohio

Manufactured and distributed in Canada by the Premier Vacuum Cleaner Co., Ltd., General Offices, Toronto.

"Trade Relations and Trade Economies"

(Continued from Page 79)

or potential influence in the upward trend than the application of electricity? My judgment is no, but still in my opinion we are being outdistanced with the public by other industries. This may sound contradictory, but still they have succeeded in getting an increasing share of the consumer's dollar. It is only fair to say I am not unmindful of the fact these industries have a pride appeal, or can be dressed up to be most attractive to the public.

The central station business, so far as selling current is concerned, is a monopoly protected as to income and investment and necessarily so by economics and public policy. Those who don't agree on this are either inadequately informed or have a vision far beyond my scope. On the other hand, when it comes to merchandising, the utility steps out of its protected class and invites inquiry. Many such inquiries have been made, but a clearer view and interpretation of sound merchandising principles are being evidenced by so many central stations that the trade unrest, which the lack of both have built up, now appears to be well on the way to settlement.

Central Station Should Lead and Encourage Other Retail Outlets

By trade unrest in this connection I do not mean only the electrical trade as we all generally understand it. I am told that the so-called non-electrical retail outlets sold over three hundred million dollars in current consuming devices in 1926. Their complaint that the lower-priced electrical devices especially were sold by central stations on so small a down payment and following monthly payments, very nearly became a national movement.

No one can deny the central station the right to merchandise, but if its policy is wise, it will lead and encourage all other retail outlets. The sooner electric-consuming devices become articles of neighborhood buying, the sooner will the domestic load factor be improved.

I have heard some leaders of the central station industry stress the importance of getting merchandise into the hands of the consumer at lower costs. This is most desirable, and one of the ways to accomplish it is to study our industry from production to retailing and make sure there is no duplication of selling effort.

The central stations have shown fine courage and vision in their efforts to wire unwired homes. These however have become an ever diminishing market. It seems to me the job before all of us, is not so much how many new meters, as what we get on the other side of them, and that is a job which the central station cannot do alone. It is an industry job which will prosper only on an increasingly broad public acceptance through regular trading channels of what should be put beyond the meter, and why. It is quite proper the central station should set the pace, particularly on devices which necessarily have to be pioneered, but always leaving the opportunity for others to carry on at the same time or follow.

The jobber has come in for some hard criticism—some of it deserved—some unthoughtful. He has been accused of standing in the middle, rendering little or no service, living on a so-called brokerage, and always falling back on the manufacturer with a wail for another five per cent or some other concession. This criticism to some extent failed to take into consideration the energy expended, and expense incurred, by jobbers in helping to promote new items of merchandise, caring for manifold service requests incident to the handling of new devices, and lending financial aid to the struggling dealer.

The Jobber's Function Must Be Performed

Nor have the critics realized the function now performed by the jobber must be performed some place, and I believe at a higher cost. Gentlemen of the jobbing and manufacturing branches of the industry in the room many nod pro or con as their experience and judgment dictate. My judgment is if we more clearly recognized the function of each branch of the industry and made sure each branch were allowed to perform its function, we would get lower costs and wider distribution.

I won't attempt to argue this point further, but some day some one will inventory electrical goods in local stocks of manufacturers, jobbers, central stations, dealers, etc. and compare it with other goods regularly flowing to the public. My thought is we will not look so good. For instance, in this connection, consider a central station with a material and supply inventory of over six times its accounts payable and another with only about one-tenth of that relation. Sellers' terms average about the same so it seems clear some must overbuy (likely, purchasing domination), and maybe others underbuy, perhaps a conservative management.

Add to all this the real estate investment, personnel, etc., necessary to keep in hand these inventories which probably parallel one another and we find another problem. My point is the trade relations of this industry cannot be better than their trade economies.

"Counsel from the Department Store"

(Continued from Page 83)

as we do that of an applicant for a regular charge account. We believe every article sold on the deferred payment plan should have a down payment of not less than 10 per cent of the price of such article, and the balance should be paid in weekly or monthly installments over a period of not to exceed one year. The business of selling merchandise without down payments is not conducive to the best interests of business and should be avoided.

Competition Between Department and Specialty Stores. The up-to-date department store recognizes that there is business enough for both the large and small dealer. Each neighborhood, or suburb, has its churches, schools, movie houses, play grounds, parks, banks, etc., and there is no reason why it should not have, as it has, dealers in various lines of merchandise. The large department stores are centered, as a rule, in the downtown district, and those who are desirous of inspecting large assortments will go to those stores.

Educational Department. In my judgment, one of the most important factors in the success of any store is a thoroughly trained personnel. Take it in your own case, when you go into a store where you are served courteously and intelligently you are likely to go back to that store and will try to be served again by that particular clerk.

Can the Small Electrical Dealer Compete with the Hardware and Department Store? This question is a difficult one to answer. It will depend entirely upon

"Counsel from the Department Store"

(*Continued from page 139*)

the dealer. Most of the small dealers aim to find employment for themselves and family in the operation of their store, and are content with a fair return on their investment and on the business they may do. My opinion is that the success of the department store has come about by reason of the fact that the management, as I have heretofore stated, considers merchandising a profession—it is no longer a trade. However, it is looked upon as such in most instances by the small dealer.

The Cost of the Larger Items, as Rent, Labor, Etc. Labor costs are about 56 per cent of our total expense. Rent should cost not more than 3 per cent. However, where a specialty store does little or no advertising and has no overhead to speak of, their rent will be found higher than it would be in a department store. Generally speaking 3 per cent is considered reasonable rent charge by a department store.

Now I am going to take the liberty of "stepping in where angels fear to tread," so to speak, and to ask—Are utility companies selling merchandise for the purpose of increasing the use of electricity, or are they selling merchandise as a side issue without regard to profit? Rumor has it that many of their sales departments are operated at a loss. Having in mind the statement made by another that only half of the central stations in the United States are merchandising appliances there may be good reason for this. It has always seemed to me that the primary object of a utility company in selling merchandise was to increase the use of electricity and gas, especially during the off-peak period.

Utility Companies Have Created Demand

Utility companies, by advertising and selling merchandise, have created a positive demand for their products, and undoubtedly have done a splendid job. Without their help the demand for electrical and gas appliances would not be what it is. However, the period has been reached when it would seem as if they should seriously study selling costs and methods. We believe they are overlooking one channel through which they could secure a greatly increased demand for power by discontinuing their sales rooms and co-operating in the closest possible way with specialty and department stores.

May I say, frankly, that the methods of some of the companies which at first glance may appear to be perfectly proper are not modern from our point of view? I refer to the giving away of premiums and trading stamps in order to help the sale of mechanical appliances, and by offering merchandise with a very small or no down payment.

Speaking in all candor and sincerity, and without wishing to be placed in the position of appearing to criticise the utility companies, the merchants with whom I have discussed the question have long been of the opinion that they would give greater attention to the sale of mechanical appliances if they could be assured that they would not have to compete with utility companies in the way I have indicated. The broad-minded merchant recognizes the fact that there is business enough and profit enough in it for all of us if we conduct our business in a businesslike manner.

Co-operation for Service

(*Continued from page 79*)

Sales Policies

If the utility could think the contractor and dealer an asset instead of a liability, the outlook would be brighter. Some central stations are a lot more considerate of their paid salesmen than they are of the contractor-dealer, who is a salesman they do not pay. When they inaugurate a new sales policy they tell their employees about it and endeavor to sell them the idea, but the dealer learns about it only through competition. The favored position of the central station makes possible the marketing of merchandise on terms incompatible with the laws of business economics.

Laniape

Once upon a time there was an old French custom in Louisiana called Laniape—children were given a gum drop with every purchase—competition forced rival merchants continually to increase the laniape—a pair of suspenders with a pair of pants—fortunately or unfortunately depending upon whether you were buyer or seller, this practice was stopped just short of our getting a pair of pants with each pair of suspenders.

Easy Payments

The other day, one whom I thought my friend, came with a hard luck story and secured a loan of $25. When the check was returned, I found it endorsed by the power company—investigation showed that he had used my $25 to make the first of many payments on an electric range—a make different from those on my showroom floor—with this knowledge all hope of an early return of my loan departed. Why didn't he buy from me—well, in the first place, obviously he couldn't buy a range and borrow the first payment from the same source, and, in the second place, economic necessity forces me to look upon merchandise in much the same terms as money. When I sell goods on time I must charge for the accommodation just as the money lenders charge me. Deferred payments without interest is just another form of price cutting.

Questions and Answers

With no intention of being impertinent, I will take the liberty of repeating several questions which are being asked and which emphasize the seriousness of the situation.

Has the dealer had a fair chance to do a real selling job?

Is it possible for central station salesmen to sell on commission without misrepresenting the company, its goods, or its competitors?

If the utility makes it impossible for the dealer to market standard products profitably, should he abandon the field or attempt to compete with less dependable products?

Does the public relations section take the contractor and dealer into consideration as a possible asset in building customer good will?

Does the average utility executive care whether or not the contractor dealer respects and trusts the service company?

If the contractor-dealer fails to measure up to expectation, does the power company attach any of the blame to its lack of sympathy and understanding?

(*Continued on page 142*)

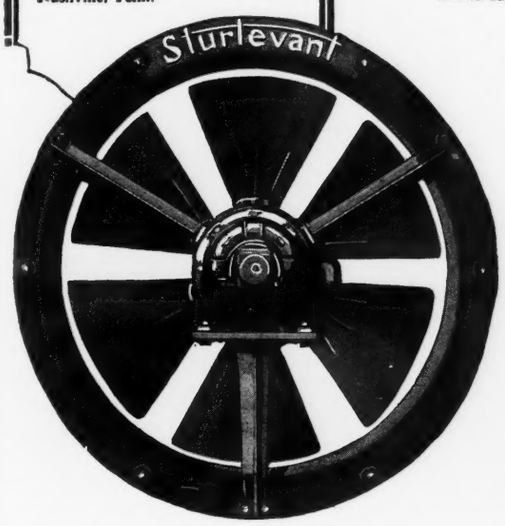
At Your Service

Sturtevant

Atlanta, Ga.
Boston, Mass.
Buffalo, N. Y.
Camden, N. J.
Charlotte, N. C.
Chicago, Ill.
Cincinnati, O.
Cleveland, O.
Dallas, Texas
Denver, Colo.
Detroit, Mich.
Hartford, Conn.
Indianapolis, Ind.
Kansas City, Mo.
Los Angeles, Cal.
Minneapolis, Minn.
Montreal, Canada
New York, N. Y.
Pittsburgh, Pa.
Portland, Ore.
Rochester, N. Y.
St. Louis, Mo.
Salt Lake City, Utah
San Francisco, Cal.
Seattle, Wash.
Washington, D. C.

GraybaR

Albany, N. Y.
Asheville, N. C.
Atlanta, Ga.
Baltimore, Md.
Birmingham, Ala.
Boston, Mass.
Brooklyn, N. Y.
Buffalo, N. Y.
Charlotte, N. C.
Chicago, Ill.
Cincinnati, O.
Cleveland, O.
Columbus, O.
Dallas, Texas
Davenport, Ia.
Dayton, O.
Denver, Col.
Detroit, Mich.
Duluth, Minn.
Fort Wayne, Ind.
Grand Rapids, Mich.
Harrisburg, Pa.
Hartford, Conn.
Houston, Texas
Indianapolis, Ind.
Jacksonville, Fla.
Kansas City, Mo.
Los Angeles, Cal.
Memphis, Tenn.
Miami, Fla.
Milwaukee, Wisc.
Minneapolis, Minn.
Nashville, Tenn.
Newark, N. J.
New Haven, Conn.
New Orleans, La.
New York, N. Y.
Norfolk, Va.
Oakland, Cal.
Oklahama City, Okla.
Omaha, Neb.
Philadelphia, Pa.
Pittsburgh, Pa.
Portland, Ore.
Providence, R. I.
Reading, Pa.
Richmond, Va.
St. Louis, Mo.
St. Paul, Minn.
Salt Lake City, Utah
San Antonio, Texas
San Francisco, Cal.
Savannah, Ga.
Seattle, Wash.
Spokane, Wash.
Syracuse, N. Y.
Tacoma, Wash.
Tampa, Fla.
Toledo, O.
Worcester, Mass.
Youngstown, Ohio



Quick shipment from stock —87 offices at your service!

Two nation-wide organizations—Sturtevant and Graybar—"on their toes," ready to meet your ventilating fan requirements!

Take advantage of these unexcelled service facilities.

Sturtevant Ventilating Fans can be secured immediately from local or nearby stockrooms.

A phone call, wire or letter to the nearest Sturtevant or Graybar Electric Company office insures action—*at once!*

B. F. STURTEVANT COMPANY,
HYDE PARK, BOSTON, MASS.

Distributor:
Graybar Electric Company

Sturtevant

(REG. U. S. PAT. OFF.)

Ventilating Fans

Co-operation for Service

(Continued from Page 140)

Has the central station a moral or legal right to sell merchandise or do inside wiring at less than cost and charge the loss to energy selling expense?

You must not get the impression that such questions are not going unchallenged. The leaders of your organization are tremendously interested in eradicating the causes, fancied or real, which have resulted in such a situation. The fact that I was invited to come here for a frank discussion of the matter is a token of their concern. While the National Association may initiate policies, it is obvious that member companies must execute them. Investigation has demonstrated that not infrequently the most complacent company is totally unaware of a most distressing lack of proper trade relations.

I know that many of you are thinking that I am talking about my own central station and not about yours, so I hasten to add that, while our conditions are not by any means perfect, my fondest wish is that yours could be equally so.

Approximately eighteen million homes are within reach of electric service—of this number sixteen million are wired. As we now understand the term not more than fifteen per cent are adequately wired. The cost of wiring has had very little to do with this unpleasant fact. Most of the poorly wired homes were built and wired when the average house wiring job did not exceed $25, the true state of affairs is that such wiring constituted just what was sold. Many well known central station executives still live in homes, without wiring conveniences, where portable cord has a primary function as current-carrying conductors.

Literally thousands of installations were actually made or sold in house wiring campaigns by the central station. The truth of the matter is we sold the only kind of a job we know anything about. Through the Red Seal and other educational agencies we are selling a better job today and yet another generation may look upon our work as inadequate.

Outlet Shortage

With more than twelve million under-wired and badly lighted homes—with more than a hundred million convenience outlets needed in existing homes—we are faced with a problem of major importance. It does seem as if we have not only a mutual opportunity for a tremendous amount of business but a real responsibility which should not longer be neglected.

Frankly, gentlemen, it is largely your job to sell this market—it is our job to deliver the merchandise. Undoubtedly, a plan fashioned somewhat on the order of the Red Seal idea can be devised and directed through the Society for Electrical Development. Interested manufacturers would gladly give the campaign national publicity and Electric League co-operation would insure local impetus.

A goal of one convenience outlet installed per week by each of the twenty-five thousand contractors in existing homes would make a start on the job and at that rate we could clean the matter up in a hundred years or so.

Additional electrical wiring outlets can be installed at small expense in any existing home without damage to the property, but educating the public to this fact is a real problem. The approach to this job is an undertaking of major importance and should have such consideration.

If we required an excuse for closer trade relations, it would seem to lie in the need for handling these problems. For several years, our Association has maintained a Trade Policy Committee but in connection with the National Electric Light Association this department has not had a very constructive career.

When next I walk under the spell of velvety sky at night time in Dixie, when the new moon may be glimpsed over the left shoulder, I shall remember to wish that a National Section Committee on Trade Policy has been set up by the National Electric Light Association. I shall visualize what a real contribution such a recognition would mean to the Industry.

Then in my imagination, I shall witness indifference vanish and prejudice and intolerance fade into a tracery on the morning horizon outlining the dawn of mutual understanding and helpfulness—the forerunner of true "Co-operation for Service."

Have You Made Your Summer Sales Quota?

(Continued from Page 95)

men in each of four of the company's divisions $100 is awarded, $75 goes to the four men with second best sales records and $50 to the four men in third place. Eureka puts over a master stroke of salesmanship in awarding additional prizes of its own cleaners by offering four cleaners to the man who sells forty-two, three cleaners to the man who sells thirty-four, two cleaners for the sale of twenty-six and one for the sale of eighteen by any one man. Thus the prizes themselves are sold, for the salesman receiving them as awards unquestionably does his best to turn them into cash as soon as possible. The concern distributed $72,000 in prizes last year to 1,500 men. Total sales were 40,000 Eurekas! The contest lasted for two months.

The practice of setting quotas and stimulating the sales force through contests and prizes is by no means limited to the merchandising of major appliances. The Texas Power and Light Company of Waco has used a similar idea to increase the sale of incandescent lamps by its meter readers. T. H. Williams, general manager, dramatized the work by securing a 4 x 7-foot blackboard and listing the sales of four meter readers on it. The men are paid 30 cents for every carton of six 60-watt lamps sold along their routes and the high man each month receives a $5 prize.

Total sales by four men in twenty-two working days recently was $874.19. One man made a high daily mark of $51.84, while the average sale per day, per man, was $9.993.

A Summer Selling Creed

1. *Set a definite number of calls to be made each day.*
2. *If you slip up on this schedule one day, make it up the next.*
3. *Plan the interview to set before the buyer a definite proposal calling for action. This will do much to offset the retarding effect of warm weather.*
4. *Keep yourself in good physical condition by eating simple foods and living carefully.*
5. *Make the most of cool morning hours.*
6. *Do not talk about the weather. It doesn't help matters and depresses the prospect.*
7. *Do not accept vacations and other summer absences as alibis. These are normal summer conditions. Sales are made in spite of them.*